



**TOURISM
GOLDEN**

**2014 VISITOR RESEARCH REPORT |
RMI MONITORING SUCCESS**

Tourism Golden | info@tourismgolden.com

Contents

2014 Monitoring Success Project - Resort Municipality Initiative Golden	3
RMI Overview.....	3
Tourism Golden Research Strategy Overview.....	3
Executive Summary	3
Main survey.....	4
Follow Up Survey.....	5
The Main Survey Data	6
Age by gender	7
Residency of the visitors	8
Canada Residents by Province.....	8
US Residents by Region.....	9
Whom visitors were travelling with by the country they reside within	9
Visited Golden before by the country they reside within.....	10
Primary reason for visiting by survey location and country they reside within.....	10
Reason for visiting by number of nights in Golden and Total length of trip.....	12
Day visit.....	12
One night.....	12
Two nights.....	12
Three nights.....	13
Four nights	13
Five nights	13
Six nights	13
Seven to thirteen nights.....	14
Fourteen nights or more	14
Total number of nights in Golden by primary reason for visit.....	14
Total length of trip and number of nights spent in Golden	16
Location of accommodation by type of accommodation.....	17
Activity participation whilst in Golden this visit.....	19
Mode of transport to get to Golden.....	20
Approximate amounts spent in Golden each day by the visiting party (excludes accommodation).....	20
Did the visitor know about Golden before this visit by their country of residence?	21
What did the visitor know about Golden before their visit?	21
What made the visitor aware of Golden?.....	22
Where and how did the visitor research Golden?	23

How likely are they to visit Golden again?.....	24
How likely are they to recommend Golden as a vacation destination?.....	24
Did the visit meet their expectations?.....	24
Agreed to Follow up Survey	25
Follow Up Survey.....	25
Number people they travelled with during their visit to Golden.....	25
Number in group aged 19 years or under.....	25
Why did they choose Golden over other destinations?	26
After their arrival in Golden was the length of stay reduced or extended.....	26
Experience Ratings	26
Three words used to describe Golden before and after the visit	27
How did you book your vacation?.....	28
Did you book a package of accommodation and activities together?.....	28
How far in advance do you usually plan a trip or vacation?	28
What are the top factors when choosing your vacations?	29
Appendix A.....	30
Appendix B.....	33

2014 Monitoring Success Project - Resort Municipality Initiative Golden

This document contains the data collected at key locations around Golden from community visitors to fulfil the Monitoring Success Project during 2014 and the research strategy of the Tourism Golden marketing plan for 2014 and 2015.

RMI Overview

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

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

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

Tourism Golden Research Strategy Overview

The 2014 – 2015 Marketing Plan includes a series of strategic marketing activities and programs to facilitate the achievement of the organizational goals determined in the 2011-2016 Strategic Business Plan.

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

- Establish perceptions of Golden consistent with our brand positioning
- Increase awareness of Golden as a great place to vacation
- Increase nightly visits and length of stay

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

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

The 2014 data collection commenced 10th March 2014 and the last date for the 2014 data collection was 28th September 2014. The 2014 data collected will be compared against the data collected during 2013. It should be noted that the 2013 data collection occurred between the dates of 28th August 2014 and 22nd December 2014.

There are two separate reports specific to Nordic Skiing and Snowmobiling.

Executive Summary

The following executive summary provides an overview of the data and results collected. It is recommended that the whole of this report is read to allow a full insight into visitor demographics, reasons for visiting, length of stay, types of accommodation, daily spend, perceptions, expectations and other useful visitor data collected during 2014.

Overall the survey was well received by the visitors. It has produced useful data that can be used by Tourism Golden and its stakeholders to better serve Golden and Kicking Horse Country visitors.

The 2014 data results are on par with that collected during 2013. Visitors are staying longer and have a great experience whilst in Golden.

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

Key highlights from the survey are:

- The origin of visitors surveyed matches the geographical markets targeted by Tourism Golden.
- 56% of visitors stayed 2 nights or more. During 2013, this was 57%.
- The average stay was 2.06 nights.
- The average spend of visitors surveyed (excluding accommodation) increased from \$138 per party per day to \$198 during 2014.
- Positive contribution to other local businesses and economy
 - o 85% visited a restaurant
 - o 51% bought gas
 - o 39% visited a pub
 - o 38% shopped for gifts
 - o 37% shopped for groceries
- Awareness of Golden as a ski destination, stop on the highway and a beautiful, friendly town remained to be high.
- The majority of visitor experiences with accommodation, dining, activities, local directional signage and highway signage and the overall experience were rated as good to excellent.

Main survey

There was a slight increase of 2% with survey engagement with 83% agreeing to participate. However, the number of visitors who fulfilled the survey participation criteria dropped by 27%. It is assumed that this drop is due to the fact that when locals were recognized the data collectors automatically entered the data without physical contact.

From the survey results 51% of the visitors interviewed were male. This percentage gives a good selection of data for males and females. The majority of males were aged under 45 years (54%) and the majority of females were aged 45 years or over (53%).

The residency of visitors clearly represents the target geographical locations identified by Tourism Golden with the regional Canadian markets consisting of Calgary, Edmonton and Saskatoon followed by the US states of California and Washington. The long haul and international visitors were all as per Tourism Golden's target markets; Ontario, United Kingdom, Germany, Netherlands and Australia.

The majority of visitors were travelling with their spouse or partner; these accounted for 37% of the visitors. The next highest was those travelling with family members with 27%. The 2013 survey data showed that only 13% of the visitors were travelling with children. It should be noted that the 2013 data collection occurred outside of the summer holidays and so this may be why people travelling with children during 2013 was lower than 2014.

As per the 2013 data results, Golden continues to attract new visitors which would indicate that it has a good reputation and is being successfully marketed by Tourism Golden, local businesses and community organisations to produce positive results. Out of the repeat visitors, the majority have visited both summer and winter, indicating a strong opportunity for cross season marketing. Unsurprisingly, most international visitors were first time visitors.

One of the major challenges that Tourism Golden faces is to change the perception of Golden as a short stopover for either gas or a break before going en route to another destination. This challenge is highlighted by the fact that 26% (23% for 2013) of the visitors stated their primary reason for visiting Golden was due to the convenient location to stop en route to another destination. The second largest primary reason for visiting Golden was to enjoy resort skiing at Kicking Horse Mountain Resort with 15% (16% for 2013), followed by visiting friends or family.

The majority of visitors stayed for 2 nights followed by one night stays. The one and two night stays accounted for 44%, a decrease of 7% from 2013.

The number of day visitors increased by 3% to 22%, meaning that 4% were staying longer compared to the 2013 figures. The total number of visitors staying for 2 nights or more was 56%.

One of the key objectives of Tourism Golden is to increase the number of nights stay and these positive results show that this is being achieved.

The number of visitors staying for 7 night stays or more increased from 5.92% to 7.46%.

The most popular type of accommodation was a hotel/motel and this accounted for 44% of the visitors. This was 10% less than 2013. The number of people staying at bed & breakfasts and campgrounds both increased by 4%.

27% of visitors were staying on the Highway 1 corridor, of which 95% were staying in a hotel/motel. The number staying on highway 1 was 37% during 2013 and this could account for the 10% reduction in the number of people staying in a hotel/motel. 28% (30% for 2013) of the visitors were staying at Kicking Horse Mountain Resort, 27.5% (22% in 2013) in downtown Golden.

There was a 2% increase with 85% of the visitors enjoyed our restaurants. 40% visiting pubs and 37% shopping for gifts or clothing within Golden, these were all as per the 2013 percentages.

The top attraction is still the Kicking Horse Pedestrian Bridge with 39% (31% for 2013) of visitors participating.

The activity participation numbers remain to be low in certain areas but this has to be accounted for data collection times. Separate data collection was done for Nordic skiing and snowmobiling for 2014.

The top activity with 29% was hiking, followed by the Farmers Market with 24%. The Rotary Trails increased by 14% to a participation rate of 23%. This increase can be accounted to that the 2013 data was collected during the fall and start of the winter season. It could also be due to the increased signage around town highlighting the Rotary Trails.

18% of the visitors did go the Art Gallery of Golden. 18% enjoyed skiing or snowboarding at Kicking Horse Mountain Resort, along with the Grizzly Bear Refuge.

The number of visitors that used a private vehicle to get to Golden decreased by 6% to 75%.

74% of the visitors were residing in Canada and 87% of these were from Alberta, British Columbia or Saskatchewan, therefore unsurprising the majority of the visitors used a private vehicle as their mode of transport.

22% (14% for 2013) of the visitors used a rental vehicle to get to Golden, six visitors used the Greyhound bus and thirteen arrived via a tour bus. This would indicate that the majority of long haul and international visitors rent a vehicle to get to Golden.

The survey highlighted that the majority of visitors know about Golden and Kicking Horse Country prior to visiting, this accounted for 80% (86% for 2013) of the visitors.

The key things known about Golden and Kicking Horse Country included Kicking Horse Mountain Resort and that it is a beautiful friendly town. Golden was known as a highway stop by a high proportion of the visitors. This could be accounted to that the majority of day and one night stays were from visitors who stated their reason for visiting was due to the convenient location to stop en route – this was 57% (50% for 2013) for day visits and 52% (52% for 2013) for one night stays. The cumulative amount was 54% (42% for 2013). This increase from 2013 is likely due to the period the 2013 data collection occurring outside of peak vacation times.

50% (57% for 2013) of the visitors stated that they have always known about Golden and 39% (54% for 2013) did not do any research on Golden prior to the visit, which is indicative of the number that have always known about Golden and so probably feel like they do not need to do any research.

28% used the Kicking Horse Mountain Resort website to research Golden. Tourism Golden is featured on their home page.

25% did their research by word of mouth referrals.

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

The visitors gave a positive response to how likely they would come back to Golden. With 97% (93% for 2013) of the visitors stating that they would be likely to come back to Golden and 50% of these stating that they would definitely return.

The number of visitors stating that they would recommend Golden was also a positive sign, with an increase of 3% to 98% stating that they would be likely to recommend Golden and 54% stating that they would definitely recommend Golden.

92% (86% for 2013) of the interviewed visitors stated that their visit met or exceeded expectations. 7.8% were not sure due to having just arrived in Golden.

Follow Up Survey

All visitors conducting the main survey were asked if they would like be willing to participate in a follow up survey. 29% stated that they would, with 11% of these actually completing the follow up survey. This represents 3% of the main survey data. This figure is disappointing and Tourism Golden should look into ways for incentivizing visitors to complete the follow up survey. Due to this small number, the follow up survey data collected can give skewed results and should not be considered as a true reflection of visitor activity.

69% (72% for 2013) of the visitors that participated in the follow up survey had 2 people in their group and 12% (6% for 2013) were travelling alone. The main survey showed that 37% (52% for 2013) were travelling with their spouse or partner and that 8% (10% for 2013) were on their own.

The majority of the visitors did not travel with children and this would suggest that the majority of the visitors carrying out the follow up survey were groups of adults.

73% of the visitors were returning visitors.

Two visitors did increase their stay in Golden, this accounted for 7% of the follow up survey participants. This is positive sign and means that people are extending their stay in Golden.

Overall visitors had an excellent or good experience during their visit to Golden. None of the visitors stated that their overall visit was poor.

42% (37% for 2013) stated their visit was excellent, 57% (53% for 2013) stated it was good and 1% (10% for 2013) stated it was above average. These results are very encouraging and clearly illustrate that the vast majority of visitors had a pleasurable experience in Golden.

It was identified that all the positive perceptions of Golden prior to visiting stayed as positive after visiting and there were no negative perceptions about Golden.

31% visitors booked direct with accommodators and activity operators. 38% stayed with family or friends. 8% booked their accommodation and activities together as a package.

All the visitors that took part in the follow up survey planned their trip or vacation between 3 to 4 weeks in advance.

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

The Main Survey Data

The 2014 data collection commenced on 10th March 2014 and ended 28th September 2014. This accounted for a longer data collection period than the 2013 data collection that commenced on 28th August 2013 and ended 22nd December 2013. Visitors were approached randomly in person by a representative of Tourism Golden who conducted an electronic questionnaire using an iPad.

Refer to Appendix A for the Main Survey questionnaire.

During this period there were 6 Statutory Holidays:

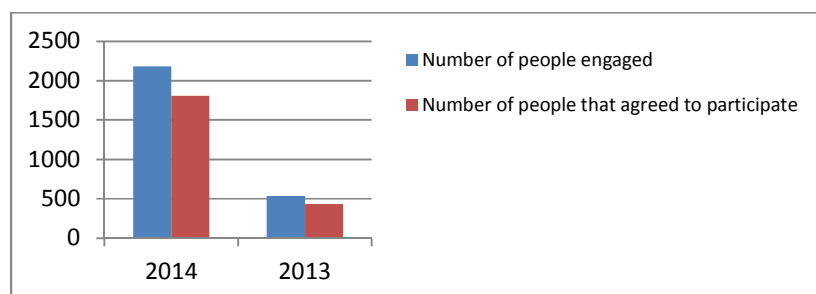
- Good Friday, Friday 18th April
- Easter Monday, Monday 21st April
- Victoria Day, Monday 19th May
- Canada Day, Tuesday 1st July
- BC Day, Monday 4th August
- Labour Day, Monday 1st September

Data Collection Locations:

- The Golden Farmers Market
- Downtown Golden
 - Art Gallery of Golden
 - Other downtown locations
- Highway 1 corridor
 - Ramada (Hotel)
 - Prestige Inn (Hotel)
- Kicking Horse Mountain Resort
 - Plaza
 - Guest Services
 - Gondola
 - Glacier Mountaineer reception
- Summer Kicks Concert

Total Number of individuals engaged.

	2014	2013
Number of people engaged	2182	536
Number of people that agreed to participate	1806	433
Participation percentage	83%	81%



Visitors were required to fulfil the following survey participation criteria:

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

Out of the 1806 participants 1790 were over 19 years of age.

Out of the 1790 fulfilling the age requirement 931 could not continue with the survey as they were not a visitor staying in Golden for less than 30 days. These consisted of the following:

- 773 were residents of Golden
- 101 were a property owner in Golden or Kicking Horse, but not resident
- 57 were a seasonal visitor staying for 30 days or more

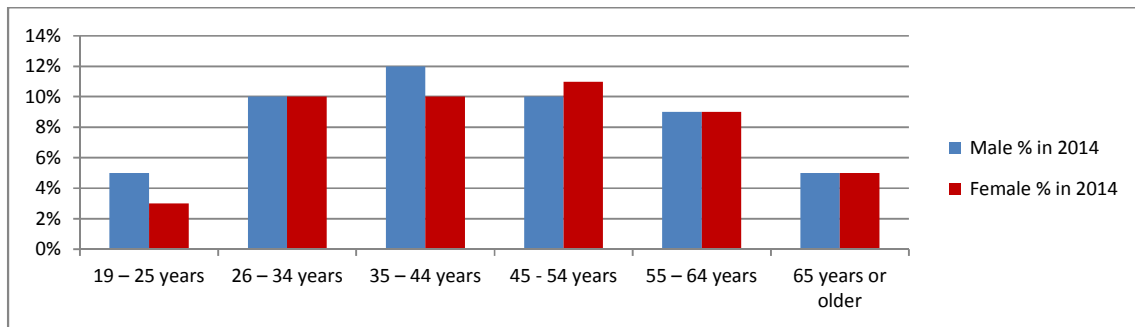
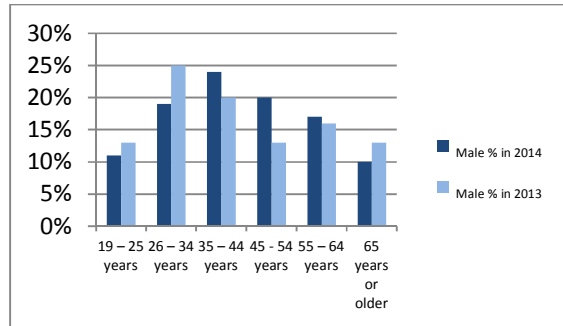
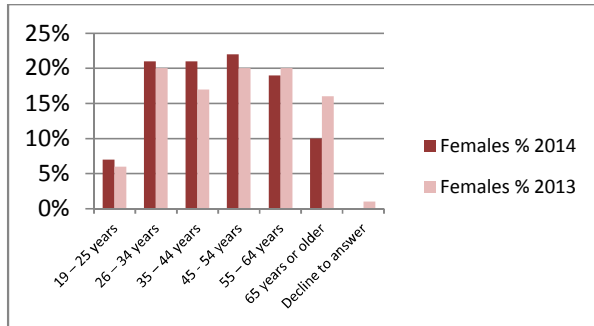
Total number to qualify for the survey: 859

Percentage of agreed participation who met the survey participation requirement was 48%, this compared to 75% for 2013. This significant change can be accounted to the fact that the data collectors were able to recognize quite a few locals and automatically updated the survey without physical engagement. This is indicated by the individual time stamps on the survey data.

The following survey data was obtained from the 859 qualifying participants.

Age by gender

	Total				Female				Male			
	2014		2013		2014		2013		2014		2013	
	Count	%	Count	%	Count	%	Count	%	Count	%	Count	%
19 – 25 years	73	9%	29	9%	28	7%	9	6%	45	11%	20	13%
26 – 34 years	174	20%	73	22.7%	89	21%	33	20%	85	19%	40	25%
35 – 44 years	192	22%	59	18.3%	89	21%	27	17%	103	24%	32	20%
45 – 54 years	183	21%	55	17%	94	22%	33	20%	89	20%	21	13%
55 – 64 years	154	18%	58	18%	79	19%	33	20%	75	17%	25	16%
65 years or older	83	10%	46	14%	43	10%	26	16%	40	10%	20	13%
Decline to answer			1	1%			1	1%				



Observations

The survey data collected was fairly equal by gender with 49% of the visitors being female and the 51% being male. The 2013 data had similar figures with 48% being female and 52% being male.

The majority of males were younger than the females.

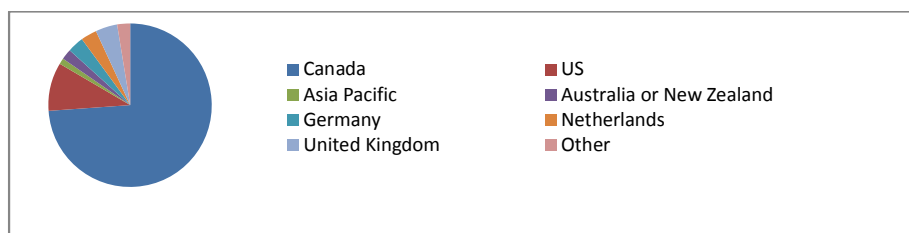
- 53% of the females were under 45 years of age and 7% were under 26 years of age. The 2013 data figure was 43% for females under 45 years of age.
- 54% of males were under 45 years of age and 11% were under 26 years of age. The 2013 data figure was 58% for males under 45 years of age.
- 25% of visitors were males aged 35 to 44 years, compared to 24% for females in the same age group.

The percentage for each age brackets is fairly equal by gender with more males aged under 26 years of age visiting compared to females.

Residency of the visitors

North America			Outside of North America		
	Count	Percentage		Count	Percentage
Canada	635	74%	Asia Pacific	10	
US	82	9%	Australia or New Zealand	18	
			Germany	28	
			Middle East	4	
			Netherlands	27	
			Switzerland	4	
			Europe – Other	18	
			United Kingdom	33	
			Total	142	17%

Comparing against the 2013 figures visitation outside of North America has increased to 17% during 2014. It should be noted that the 2013 figures only accounted for the later part of summer and the start of the winter season and so the 2013 figures are not true comparative figures.



Canada Residents by Province

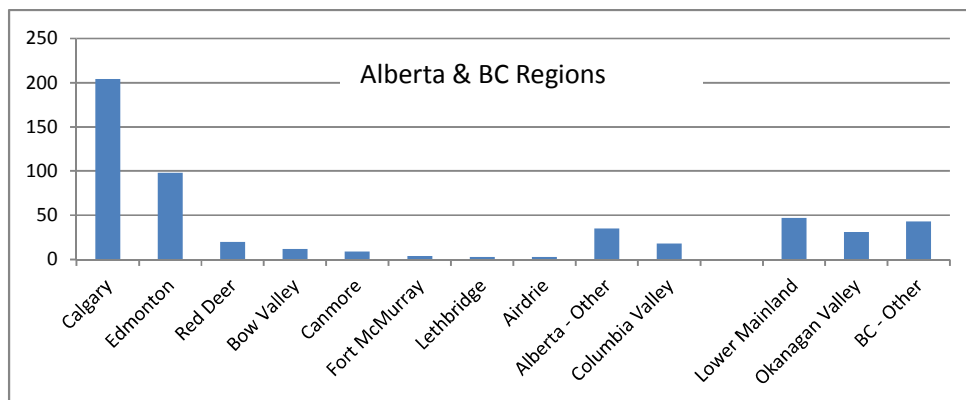
	Count	Percentage
Alberta	388	61.10%
British Columbia	139	21.89%
Ontario	49	7.72%
Saskatchewan	28	4.41%
Quebec	15	2.36%
Manitoba	10	1.57%
Newfoundland	3	0.47%
Yukon	2	0.31%
NW territories	1	0.16%

Alberta Residents by Region

	Count	Percentage
Calgary	204	52.58%
Edmonton	98	25.26%
Red Deer	20	5.15%
Bow Valley	12	3.09%
Canmore	9	2.32%
Fort McMurray	4	1.03%
Lethbridge	3	0.77%
Airdrie	3	0.77%
Other	35	9.02%

British Columbia Residents by Region

	Count	Percentage
Columbia Valley	18	12.95%
Lower Mainland	47	33.81%
Okanagan Valley	31	22.30%
Other BC	43	30.94%



US Residents by Region

	Count	Percentage
California	14	17.07%
Washington	12	14.63%
Texas	7	8.54%
Colorado	4	4.88%
New York	4	4.88%
Idaho	3	3.66%
Louisiana	3	3.66%
Oregon	1	1.22%
Connecticut, Florida, Hawaii, Illinois, Indiana, Massachusetts, Minnesota, Montana, Nevada, New England, New Jersey, Washington DC, Ohio, Wisconsin, Wyoming (All with less than 2 visitors)	34	41.46%

Observations

Golden attracts visitors from all over the world with 74% (82% in 2013) coming from Canada, of which 61% (64% in 2013) were from Alberta.

The next largest Canadian market was British Columbia with 22% (21% in 2013) and then Ontario market with 8% (8% in 2013).

The majority of the Alberta visitors were from Calgary with 53% (51% in 2013), followed by Edmonton with 25%.

Overall the regional figures are similar to the 2013 survey data figures.

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

The Ontario market is consistent with 2013 figures and is our 3rd strongest Canadian market, ahead of Saskatchewan.

It should be noted that Kicking Horse Mountain Resort actively markets in Ontario and this seems to be having a positive impact on the number of visitors from this region visiting Golden and Kicking Horse Country.

The US visitors increased by 1% to 9%. The majority of the US visitors were from California with 17% and then Washington with 15% and Texas with 8.5%.

Washington and California and Oregon are all target market regions for Tourism Golden and the survey shows that these account for a large number of the US visitors. The 2013 survey data showed that the highest number of USA visitors were from Texas with 12.5%, during 2014 this reduced to 8.5%.

17% of visitors came from countries outside of North America. The majority were from the United Kingdom followed by Germany, Netherlands and Australasia. International visitors increased by 7% during 2014.

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

Whom visitors were travelling with by the country they reside within

	With spouse or partner	With friends	With family members WITH children	On own	With family members NO children	With an organized leisure tour group or event	Business associates
Canada	227	94	187	56	55	11	5
US	41	15	14	2	9	1	
United Kingdom	18	4	7	1	3		
Australia or New Zealand	6	3	1		1	1	1
Germany	10	4	7	1	4	2	
Other	18	14	16	5	6	2	2
Total Count	320	134	232	70	78	17	8

Observations

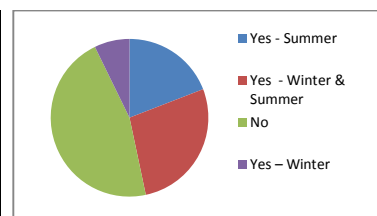
The majority of visitors were travelling with their spouse or partner accounting for 37% (52% in 2013).

27% were travelling with children (13% in 2013).

These significant differences in numbers can be attributed to the short data collection period during 2013 and the period did not include major school holidays.

Visited Golden before by the country they reside within

	Yes - Summer	Yes - Winter & Summer	No	Yes - Winter
Canada	153	226	211	45
US	5	5	64	8
United Kingdom	1	1	29	2
Australia or New Zealand	2	1	11	4
Germany	2		26	
Other	1	4	55	3
Total Count	164	237	396	62



Observations

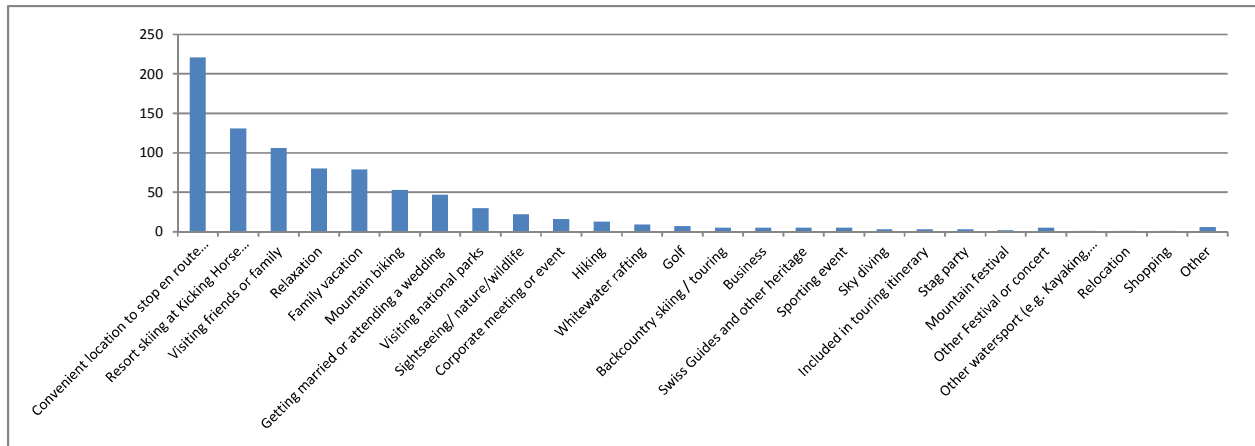
Golden continues to attract new visitors which would indicate that it has a good reputation and is being successfully marketed by Tourism Golden, local businesses and community organisations to produce positive results.

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

These figures are similar to the 2013 data with an increase of 9% during 2014 for first time visitors.

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

	Farmers Market			Downtown Golden			Highway 1 corridor			Kicking Horse Mountain Resort			Summer Kicks event at Spirit Square			Totals			%
	Canada	USA	Other	Canada	USA	Other	Canada	USA	Other	Canada	USA	Other	Canada	USA	Other	Canada	USA	Other	
Backcountry skiing / touring						1				2	1	1				2	1	2	0.58%
Business	2						2			1						5	0	0	0.58%
Convenient location to stop en route to another destination	20	2	4	67	8	21	64	10	4	11	2	3	3	2		165	24	32	25.73%
Corporate meeting or event							7		2	6		1				13	0	3	1.86%
Family vacation	16	1	4	15	1	5	1	2	4	17	6	5		2		49	10	20	9.20%
Getting married or attending a wedding	3			10	2	1	1			27		3				41	2	4	5.47%
Golf	1				1		1	2		1		1				3	3	1	0.81%
Hiking	2			2		1				5		3				9	0	4	1.51%
Included in touring itinerary										1		2				1	0	2	0.35%
Mountain biking	3			5		1	1			40	2	1				49	2	2	6.17%
Mountain festival				2												2	0	0	0.23%
Other	1		1	3			1									5	0	1	0.70%
Other Festival or concert				5												5	0	0	0.58%
Other watersport (e.g. Kayaking, canoeing, Stand Up Paddleboard)				1												1	0	0	0.12%
Relaxation	17	2	2	28	4	6	3		1	12	2	3				60	8	12	9.31%
Relocation				1												1	0	0	0.12%
Resort skiing at Kicking Horse Mountain Resort				2	1		1			89	15	23				92	16	23	15.25%
Shopping				1												1	0	0	0.12%
Sightseeing/ nature/wildlife				2	3	2	2			6		7				10	3	9	2.56%
Sky diving				3												3	0	0	0.35%
Sporting event				2	1					2						4	1	0	0.58%
Stag party										3						3	0	0	0.35%
Swiss Guides and other heritage				4			1									5	0	0	0.58%
Visiting friends or family	21	3	1	28		4	3		2	28	4	4	8			88	7	11	12.34%
Visiting national parks	2	3		3		8	1	1		6		3		1	2	12	5	13	3.49%
Whitewater rafting	1			3		2	1			1				1		6	0	3	1.05%
Totals	89	11	12	187	21	52	90	15	13	258	32	60	11	3	5	635	82	142	



Observations

The majority of visitors were visiting Golden due to its convenient location to stop en route to another destination. This accounted for 26% of the visitors (23% in 2013).

The percentage of visitors who were visiting Golden to enjoy resort skiing at Kicking Horse Mountain Resort remained at 15%. The majority of these interviews took place at Kicking Horse Mountain Resort apart from four. A visitor with a primary reason of skiing at Kicking Horse Mountain Resort is more likely to be attracted to accommodation at the resort to make the most of their time skiing.

Kicking Horse Mountain Resort also had a high number of people getting married or attending a wedding. With the increased awareness of Golden as a wedding destination, it is not surprising that the majority of visitors that stated that their primary reason for visiting was to get married or attend a wedding where the data was collected at Kicking Horse Mountain Resort. 15% of all visitors were getting married or attend a wedding and 97% of these were interviewed at Kicking Horse Mountain Resort. The percentage of visitors getting married or attending a wedding increased by 2% during 2014.

The 2014 data showed an increase in Mountain Biking with 6% compared against 4% for 2013. During 2014 there was a significant increase in Mountain Biking visitors with the introduction of the Totally Spoked Bike Festival that was developed and marketing by Tourism Golden. The Totally Spoked Bike Festival showcased three iconic bike races; SingleTrack 6, Kootenay Rockies Enduro Series and the Western Open downhill event. These races have allowed Golden to become a favored biking destination. It should be noted that the vast majority of Mountain Bikers would be using the trails at the time the data collections occurred.

It was reported that during the SingleTrack6 race event all hotel rooms in Golden were occupied.

Data collection occurred during the SingleTrack 6 and the Western Open race days.

The snowmobiling numbers were low. It is well known that this is a very popular activity that draws visitors to Golden and Kicking Horse Country. An explanation for the low numbers is due to the time and location of the survey data collections. The majority of snowmobilers will be enjoying the activity at the time the data collectors were working. This could also be a factor with other day time activities. Specific data collection did occur at snowmobile trail heads and these results are contained in a separate report.

The Golden Mountain Festival was a new event for Golden during 2014 and this event focused upon our Swiss Heritage. This event was marketed by Tourism Golden using social media, print adverts in Swiss publications and throughout the Bow Valley and Columbia Valley. The data collection occurred during the weekend of the Golden Mountain Festival. Compared to other primary activities for the year the overall percentage was low. Using the data collected during this period 39 visitors agreed to take part in the survey but only 20 fulfilled the qualifying questions. Out of these 20, six gave their primary reason as Mountain Festival or Swiss heritage making the overall percentage 30%.

Data collection occurred at the following Summer Kicks free concerts:

2nd July – Rick Scott

30th July – The Strumbellas

13th August – Oh My Darling

During these concerts a total of 369 agreed to take part in the survey, of which 19 were qualifying visitors. 95% of the people interviewed at the concerts were either residents of Golden or a property owner in Golden or Kicking Horse Country.

None of the visitors stated their primary reason for visiting Golden was to attend a Summer Kicks Concert.

Five qualifying visitors stated that their primary reason was to attend other festival or concert, three of these stated the Motion Notion festival that occurs at the Beaverfoot.

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

Day visit

Primary Reason	Count
Convenient location to stop en route to another destination	107
Family vacation	10
Golf	1
Hiking	1
Mountain biking	18
Other	4
Other Festival or concert	2
Relaxation	15
Resort skiing at Kicking Horse Mountain Resort	10
Shopping	1
Sightseeing/ nature/wildlife	5
Sky Diving	3
Swiss Guides and other heritage	3
Visiting friends or family	4
Visiting national parks	5
Total	189

One night

Primary Reason	Count	Total Trip Length (nights)							
		1	2	3	4	5	6	7 - 13	14
Backcountry skiing / touring	1								1
Business	2	2							
Convenient location to stop en route to another destination	97	3	3	2	4	8	9	32	36
Corporate meeting or event	6	2		1	1			1	1
Family vacation	9		2	1	1	1		3	1
Getting married or attending a wedding	5	3						1	1
Golf	3						2	1	
Hiking	1								1
Mountain biking	6	3	1					2	
Other	1			1					
Other watersport (e.g. kayaking, canoeing, Stand Up Paddleboard)	1				1				
Relaxation	16	6			1		1	4	4
Resort skiing at Kicking Horse Mountain Resort	12	8						4	
Sightseeing/ nature/wildlife	2							1	1
Sporting Event	2	1			1				
Swiss Guides and other heritage	2	2							
Visiting friends or family	14	5		2	1			3	3
Visiting national parks	4					1		1	2
Whitewater rafting	4	1					1	1	1
Totals	188	36	6	7	10	10	13	54	52

Two nights

Primary Reason	Count	Total Trip Length (nights)						
		2	3	4	5	6	7 - 13	14
Backcountry skiing / touring	1			1				
Business	1			1				
Convenient location to stop en route to another destination	13	1		1		1	5	5
Corporate meeting or event	6	2		1			3	
Family vacation	25	10	2		2	1	3	7
Getting married or attending a wedding	15	8	1	1	1		3	1
Golf	2		1				1	
Hiking	2					1		1
Included in touring itinerary	3		1				1	1
Mountain biking	16	11				1	1	3
Mountain Festival	2	1	1					
Relaxation	23	12		2			5	4
Resort skiing at Kicking Horse Mountain Resort	42	29	5	3	3		2	
Sightseeing/ nature/wildlife	6		1				2	3
Sporting Event	1	1						
Stag Party	1	1						
Visiting friends or family	19	11	2	1		1	3	1
Visiting national parks	7	3				1	2	1
Whitewater rafting	4	1					1	2
Totals	189	91	14	11	6	6	32	29

Three nights

Primary Reason	Total Trip Length (nights)						
	Count	3	4	5	6	7 - 13	14
Business	1		1				
Convenient location to stop en route to another destination	4	1				1	2
Corporate meeting or event	3	1				2	
Family vacation	19	8		2	2	3	4
Getting married or attending a wedding	20	11	1	2	1	4	1
Golf	1	1					
Hiking	3	1	1		1		
Mountain biking	12	10	1			1	
Other Festival or concert	1						1
Relaxation	12	5	2	1		1	3
Resort skiing at Kicking Horse Mountain Resort	26	16		1	2	5	2
Sightseeing/ nature/wildlife	6	2				1	3
Stag Party	2		1	1			
Visiting friends or family	19	10			1	2	6
Visiting national parks	6					2	4
Totals	135	66	7	7	7	22	26

Four nights

Primary Reason	Total Trip Length (nights)					
	Count	4	5	6	7 - 13	14
Backcountry skiing / touring	1	1				
Corporate meeting or event	1	1				
Family vacation	8	3	1		2	2
Getting married or attending a wedding	3	2			1	
Hiking	1	1				
Other	1				1	
Other Festival or concert	1				1	
Relaxation	6	3			1	2
Resort skiing at Kicking Horse Mountain Resort	14	4			6	4
Sightseeing/ nature/wildlife	3			3		
Sporting Event	2	1			1	
Visiting friends or family	12	5	1	1	3	2
Visiting national parks	3					3
Totals	56	21	2	4	16	13

Five nights

Primary Reason	Total Trip Length (nights)				
	Count	5	6	7 - 13	14
Family vacation	4	2			2
Getting married or attending a wedding	2			2	
Hiking	3	1		2	
Relaxation	4	2		1	1
Resort skiing at Kicking Horse Mountain Resort	5	2		2	1
Visiting friends or family	13		4	6	3
Visiting national parks	1				1
Totals	32	7	4	13	8

Six nights

Primary Reason	Total Trip Length (nights)			
	Count	6	7 - 13	14
Backcountry skiing / touring	1	1		
Family vacation	1	1		
Getting married or attending a wedding	1		1	
Hiking	2	1		1
Relaxation	2	2		
Resort skiing at Kicking Horse Mountain Resort	6	1	5	
Visiting friends or family	6	2	4	
Visiting national parks	1			1
Totals	20	8	10	2

Seven to thirteen nights

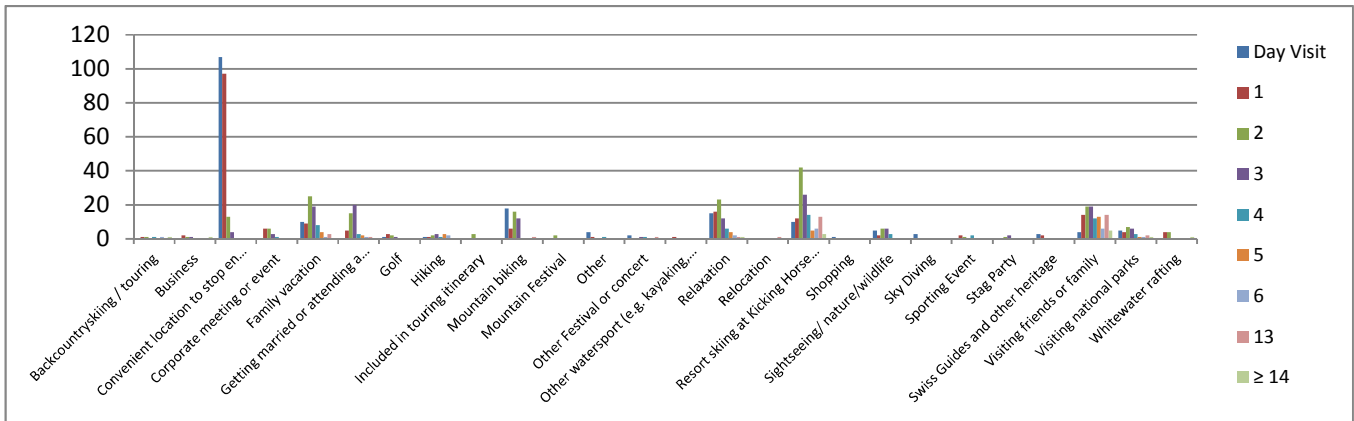
Primary Reason	Total Trip Length (nights)		
	Count	7 - 13	14
Family vacation	3	2	1
Getting married or attending a wedding	1	1	
Mountain biking	1	1	
Other Festival or concert	1	1	
Relaxation	1	1	
Relocation	1		1
Resort skiing at Kicking Horse Mountain Resort	13	11	2
Visiting friends or family	14	13	1
Visiting national parks	2		2
Totals	37	30	7

Fourteen nights or more

Primary Reason	Total Trip Length (nights)	
	Count	14
Backcountry skiing / touring	1	1
Business	1	1
Relaxation	1	1
Resort skiing at Kicking Horse Mountain Resort	3	3
Visiting friends or family	5	5
Visiting national parks	1	1
Whitewater rafting	1	1
Totals	13	13

Total number of nights in Golden by primary reason for visit

Primary Reason	Day Visit	1	2	3	4	5	6	7 -13	≥ 14	Total
Backcountry skiing / touring		1	1		1		1		1	5
Business		2	1	1					1	5
Convenient location to stop en route to another destination	107	97	13	4						221
Corporate meeting or event		6	6	3	1					16
Family vacation	10	9	25	19	8	4	1	3		79
Getting married or attending a wedding		5	15	20	3	2	1	1		47
Golf	1	3	2	1						7
Hiking	1	1	2	3	1	3	2			13
Included in touring itinerary			3							3
Mountain biking	18	6	16	12				1		53
Mountain Festival			2							2
Other	4	1			1					6
Other Festival or concert	2			1	1			1		5
Other watersport (e.g. kayaking, canoeing, Stand Up Paddleboard)		1								1
Relaxation	15	16	23	12	6	4	2	1	1	80
Relocation								1		1
Resort skiing at Kicking Horse Mountain Resort	10	12	42	26	14	5	6	13	3	131
Shopping		1								1
Sightseeing/ nature/wildlife	5	2	6	6	3					22
Sky Diving	3									3
Sporting Event		2	1		2					5
Stag Party			1	2						3
Swiss Guides and other heritage	3	2								5
Visiting friends or family	4	14	19	19	12	13	6	14	5	106
Visiting national parks	5	4	7	6	3	1	1	2	1	30
Whitewater rafting		4	4						1	9
Totals	189	188	189	135	56	32	20	37	13	



Observations

Where the primary reason for visiting Golden was convenient location to stop en route to another destination all the visitors were staying for three nights or less, this accounted for 26% of the total of visitors interviewed. During 2013, these figures were two nights or less and accounted for 23%. Although a high number of visitors are staying in Golden due to our convenient location en route to another destination they are staying longer in Golden. This is a positive indicator that our marketing objective to increase length of stay is being achieved.

Out of these 48% were day visitors which accounted for 12% of the total visitors interviewed.

Out of the 15% visitors whose primary reason for visiting was to enjoy resort skiing at Kicking Horse Mountain Resort, 69% were staying for 3 nights or less and 8% being day visits. During 2013, these figures were 16% for visitors stated that they were here to enjoy resort skiing at Kicking Horse Mountain Resort and 73% of these were staying for 2 nights or less and 38% were day visits. This is a positive indication that visitors are staying longer to enjoy resort skiing at Kicking Horse Mountain Resort.

For those visitors getting married or attending a wedding the majority stayed for 2 or 3 nights. This accounted for 74% (79% in 2013) of the total length trip for this primary reason.

Visitors whose primary reason was to enjoy Mountain Biking 98% stayed for 3 nights or less.

Total length of trip and number of nights spent in Golden

Number of nights in Golden this visit	Total length of trip							≥ 14 nights	Count	%
	1 Nights	2 Nights	3 Nights	4 Nights	5 Nights	6 Nights	7 – 13 Nights			
Day Visit									189	22.00%
1 night	35	6	8	10	10	13	54	52	188	21.89%
2 nights	0	91	14	11	6	6	32	29	189	22.00%
3 nights	0	0	66	7	7	7	22	26	135	15.72%
4 nights	0	0	1	20	2	4	16	13	56	6.52%
5 nights	0	0		1	10		13	8	32	3.73%
6 nights						8	10	2	20	2.33%
7 - 13 nights							30	7	37	4.31%
14 nights or more								13	13	1.51%
Grand Total	35	97	89	49	35	38	177	150	859	

Observations

For one night visits the majority were in Golden due to its convenient location to stop en route to another destination. The majority of one night visits had a total trip length of 7 to 13 nights accounting for 29% of one night stays in Golden, this was followed by 28% for total trip length of 14 nights or more. During 2013, 30% one night visits had a total trip length between 3 and 6 nights.

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

For the three night visits the vast majority were here to get married or attending a wedding or skiing at Kicking Horse Mountain Resort. Out of these three night stays, 43% had a total trip length of 3 nights. Overall 49% of the three night stays in Golden had a total trip length of 3 nights. This clearly indicates that almost half of the 3 night visits are staying in Golden.

For four and five night stays there were no real trends except that out of these stays 28% were visiting friends or family and 22% were here to ski at Kicking Horse Mountain Resort.

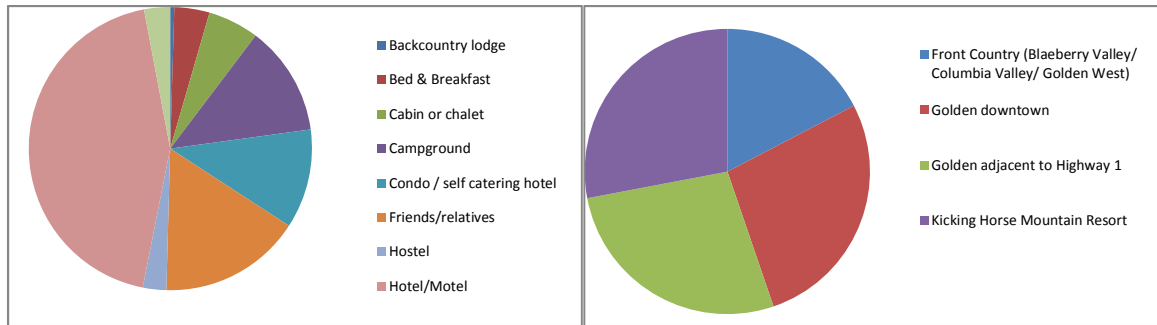
The number of visitors staying for six nights was 0.94% and this compared to 0.62% during 2013.

The number of visitors staying more than seven nights increased during 2014, from 1.87% to 4.31% for visitors staying for seven to thirteen nights and decreased from 4.05% and 1.51% staying fourteen or more nights during 2014.

Location of accommodation by type of accommodation

*Note: Assumed that friends for location is Golden downtown
There were two invalid data entries.*

Location	2014		2013	
	Count	%	Count	%
Front Country (Blaeberry Valley/ Columbia Valley/ Golden West)	116	17.5%	29	11.20%
Backcountry lodge	2	1.72%		
Bed & Breakfast	16	13.79%	3	10.34%
Cabin or chalet	27	23.28%	6	20.69%
Campground	24	20.69%	6	20.69%
Condo / self catering hotel	1	0.86%		0.00%
Friends/relatives	42	36.21%	10	34.48%
Hotel/Motel	2	1.72%	3	10.34%
Vacation Home – rental	1	0.86%		0.00%
Vacation Home – my own	1	0.86%	1	3.45%
Golden downtown	183	27.5%	56	21.62%
Backcountry lodge	1	0.55%		
Bed & Breakfast	6	3.28%	4	7.14%
Cabin or chalet	3	1.64%		0.00%
Campground	48	26.23%	17	30.36%
Condo / self catering hotel		0.00%	1	1.79%
Friends/relatives	49	26.78%	26	46.43%
Hostel	17	9.29%		0.00%
Hotel/Motel	58	31.69%	8	14.29%
Vacation Home – rental	1	0.55%		0.00%
Golden adjacent to Highway 1	182	27%	96	37.07%
Cabin or chalet			1	1.04%
Campground	4	2.20%	1	1.04%
Friends/relatives	5	2.75%	2	2.08%
Hotel/Motel	173	95.05%	92	95.83%
Kicking Horse Mountain Resort	187	28%	78	30.12%
Bed & Breakfast	5	2.67%	11	14.10%
Cabin or chalet	9	4.81%		0.00%
Campground	8	4.28%		0.00%
Condo / self catering hotel	75	40.11%	11	14.10%
Friends/relatives	12	6.42%	7	8.97%
Hostel	1	0.53%		0.00%
Hotel/Motel	60	32.09%	38	48.72%
Vacation Home – rental	14	7.49%	8	10.26%
Vacation Home – my own	3	1.60%	3	3.85%
Grand Total	668		259	



Observations

In order to make a true observation of these results it should be noted that 41% (41% in 2013) of the survey results were collected at Kicking Horse Mountain Resort, 30% (27% in 2013) at downtown locations, 14% (24% in 2013) on the Highway 1 corridor, 13% at the Farmers Market (8% in 2013) and 2% at s Summer Kicks concert.

- 27% (37% in 2013) of visitors were staying on the Highway 1 corridor, of which 95% (96% in 2013) were staying in a hotel or motel. Note, the 10% difference in the number of people staying on the Highway 1 corridor could be due to the fact there were 10% less collections done at this location during 2014.
- 28% (30% in 2013) of visitors were staying at Kicking Horse Mountain Resort, of which 32% (49% in 2013) were staying in hotel or motel and 40% (28% in 2013) staying in a condo or self-catering hotel.
- 17.5% (11.2% in 2013) of visitors were staying in the Front Country, of which 36% (34% in 2013) were staying with friends or family and 23% (21% in 2013) staying in a cabin or chalet.
- 27.5% (22% in 2013) of visitors were staying in downtown Golden, of which 32% (14% in 2013) were staying in hotel or motel and 27% (47% in 2013) were staying with friends or family.

The data collection locations would have had a direct effect on the accommodation location numbers collected and therefore the accommodation data results could be skewed by this. However, it is known that the majority of accommodation beds are within hotels/motels on Highway 1 and therefore even with 14% of the data being collected at this location it was the highest accommodation location and type that the visitors stayed in.

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

Activity participation whist in Golden this visit

Activity	2014		2013	
	Count	%	Count	%
Restaurant	728	84.75%	265	82.55%
Bought Gas	438	50.99%	119	37.07%
Pub/Bar	338	39.35%	129	40.19%
KH Pedestrian Bridge	337	39.23%	99	30.84%
Shopped locally for gifts or clothing	323	37.60%	120	37.38%
Shopped for groceries	316	36.79%	115	35.83%
Hiking Golden	251	29.22%	46	14.33%
Farmers Market	209	24.33%	72	22.43%
Rotary Trails	198	23.05%	29	9.03%
Visited AGOG	157	18.28%	69	21.50%
Ski/Board KHMR	155	18.04%	32	9.97%
Grizzly Bear/KHMR	154	17.93%	28	8.72%
Hiking Yoho/Glacier	126	14.67%	32	9.97%
Mountain Biking	98	11.41%	26	8.10%
Wolf Centre	50	5.82%	10	3.12%
Rafting	55	6.40%	9	2.80%
Festival, concert	52	6.05%	37	11.53%
Attended a Summer Kicks Event	43	5.01%	Not recorded	
Golf	42	4.89%	24	7.48%
Columbia Wetlands	32	3.73%	4	1.25%
Ski/Board other resorts	29	3.38%	2	0.62%
Museum	27	3.14%	8	2.49%
Canoe/Kayak	22	2.56%	5	1.56%
XC Ski	20	2.33%	3	0.93%
Ski Tour/Backcountry	18	2.10%	2	0.62%
Sky Diving	12	1.40%	0	0%
Snowmobiling	11	1.28%	4	1.25%
Heli or Cat Ski	10	1.16%	1	0.31%
Fishing	10	1.16%	2	0.62%
Snowshoeing	10	1.16%	4	1.25%
Horse Riding	8	0.93%	3	0.93%
ATV	8	0.93%	2	0.62%
Paragliding	6	0.70%	1	0.31%
Ice Skating	3	0.35%	2	0.62%
Hockey Game	3	0.35%	3	0.93%
Did not participate	4	0.47%	7	2.18%

Observations

The majority of the visitors enjoyed the restaurants in Golden, followed by buying gas or visiting a pub in Golden.

The top attraction was the Kicking Horse Pedestrian Bridge with 39.23% visiting this. This was also the top attraction during 2013 with 30.84%.

209 (24.33%) of the visitors visited the farmers market, of which 109 (52%) were at the farmers market as a data collection location. During 2013, 22.43% visited the farmers market.

Visitors that shopped locally for gifts and groceries were 37.60% and 36.79% respectively. These were similar to the 2013 figures.

The activity participation numbers increased for hiking around Golden from 14.33% during 2013 to 29.22% during 2014. Hiking Yoho also increased during 2014. This illustrates that hiking in Golden and Kicking Horse Country is increasing in popularity and the hiking map is a worthwhile piece of collateral that Tourism Golden produces with help from other community organizations.

Visitors enjoying our Rotary Trails increased from 9.03% to 23.05%. The Rotary Trail signage has improved and this could be a contributing factor for the large increase and the data was collected earlier in the season during 2014.

18.04% of visitors participated in skiing or snowboarding at Kicking Horse Mountain Resort, this compared to 9.97% for 2013. This increase could be due to the period in which the 2013 data was collected. No 2013 data was collected over the Christmas period.

Mode of transport to get to Golden

Type	Count	%
Greyhound bus	6	0.70%
Other	5	0.58%
Private vehicle	647	75.32%
Rental vehicle	187	21.77%
Shuttle bus	1	0.12%
Tour bus	13	1.51%

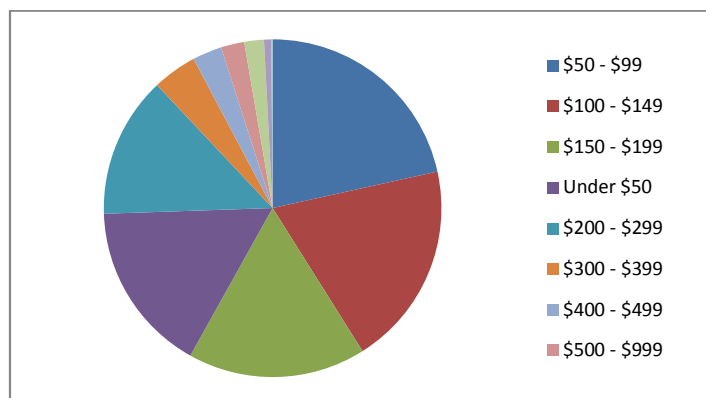
Observation

- 75% of the visitors arrived using a private vehicle. This is not surprising when 74% of the visitors were residing in Canada and 87% of these were from Alberta, British Columbia or Saskatchewan.
- 21.77% of the visitors arrived using a rental vehicle, 6 visitors used the Greyhound bus and 13 arrived via a tour bus. This would indicate that the majority of long haul and international visitors rent a vehicle to get to Golden.

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

Amount	Backcountry lodge	Bed & Breakfast	Cabin or chalet	Campground	Condo / self catering hotel	Friends/ relatives	Hostel	Hotel/Motel	Vacation Home – rental	Vacation Home – my own	Day Visit	Total
Under \$50	1	3	2	10	2	29	5	28		1	58	139
\$50 - \$99	1	6	5	25	10	32	5	53	2		44	183
\$100 - \$149		4	10	13	18	21	3	66	2	1	28	166
\$150 - \$199		5	7	15	16	15	2	60	3	1	21	145
\$200 - \$299		3	8	9	12	4	3	55	2	1	18	115
\$300 - \$399		2	2	4	4	4		15	1		4	36
\$400 - \$499	1	1	3	2	5	1		6	1		4	24
\$500 - \$999		1	1	2	1			5	2		7	19
\$1000 - \$1199		1	1	1					1		2	6
\$1200 - \$1499					1							1
\$1500 +		1		1	4	1		5	2		2	16
Totals	3	27	39	82	73	107	18	293	16	4	188	850

9 visitors did not provide an answer.



Observations

38% of the visitors had a daily spend less than \$100 with the majority of these staying in hotels/motels.

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

	No	%	Yes	%
Canada - Alberta	29	3.38%	359	41.79%
Canada - British Columbia	13	1.51%	126	14.67%
Canada - Manitoba	2	0.23%	8	0.93%
Canada - Newfoundland			3	0.35%
Canada - NW territories			1	0.12%
Canada - Ontario	15	1.75%	34	3.96%
Canada - Quebec	6	0.70%	9	1.05%
Canada - Saskatchewan	5	0.58%	23	2.68%
Canada - Yukon	1	0.12%	1	0.12%
USA - California	6	0.70%	8	0.93%
USA - Oregon	1	0.12%		
USA - Other (please state below)	27	3.14%	28	3.26%
USA - Washington	4	0.47%	8	0.93%
Other	66	7.68%	76	8.85%
Totals	175	20.37%	684	79.63%

What did the visitor know about Golden before their visit?

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

Pedestrian bridge	3
Saw it from the highway	2
Skiing	2
Skiing & rafting & biking	2
Skiing and Snowboarding	2
Small town	2
Wedding	2
Climbing	2
Others (1 of each) These include: Circular Route, Close to Glacier Nat. Park, Farmers Market, Hockey, beautiful river, Wolf centre, Very expensive gas, Wildlife and others	61

Observations

80% (86% in 2013) of the visitors knew about Golden prior to their visit.

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

This is consistent with the 2013 data collection.

A high proportion of the visitors knew of Golden as a highway stop this could be due the fact that the majority of the day and one night stays which amounted to 23.75% were visiting due to the convenient location to stop en route.

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

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

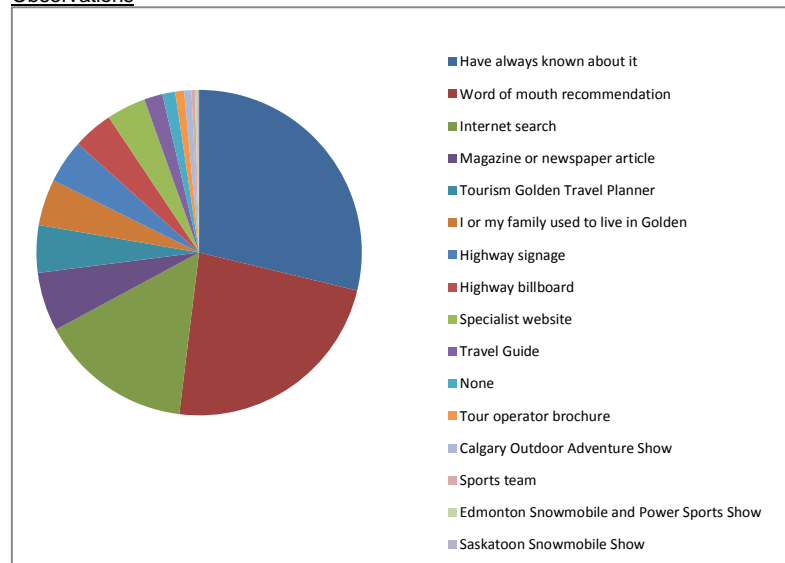
It is recommended that this question is amended to remove the free text element.

What made the visitor aware of Golden?

Multiple selections

	Count
Have always known about it	426
Word of mouth recommendation	344
Internet search	225
Magazine or newspaper article	87
Tourism Golden Travel Planner	70
I or my family used to live in Golden	68
Highway signage	64
Highway billboard	59
Specialist website	58
Travel Guide	27
None	19
Tour operator brochure	13
Calgary Outdoor Adventure Show	11
Sports team	5
Edmonton Snowmobile and Power Sports Show	4
Saskatoon Snowmobile Show	2

Observations



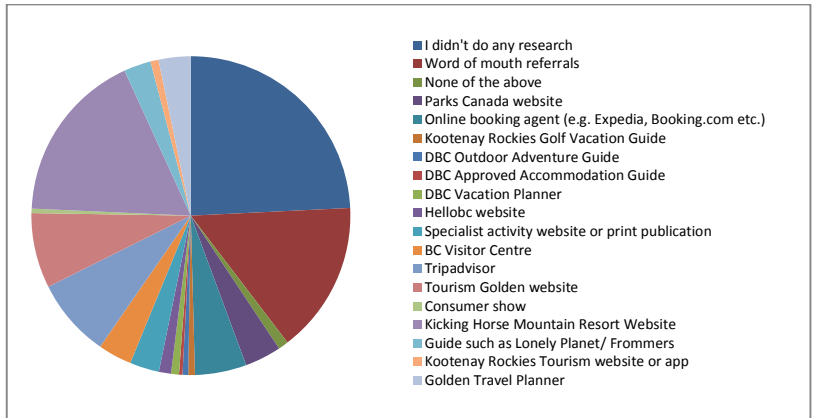
To do

50% (57% in 2013) of visitors stated that they have always known about Golden and 40% (27% in 2013) stated that they were made aware by word of mouth.

The majority of the remaining 10% (16% in 2013) were made aware of Golden via internet searches.

Where and how did the visitor research Golden?

	Count
I didn't do any research	333
Kicking Horse Mountain Resort Website	240
Word of mouth referrals	212
Tripadvisor	110
Tourism Golden website	105
Online booking agent (e.g. Expedia, Booking.com etc.)	72
Parks Canada website	51
BC Visitor Centre	47
Specialist activity website or print publication	41
Golden Travel Planner	45
Guide such as Lonely Planet/ Frommers	38
Hellobc website	17
None of the above	14
DBC Vacation Planner	11
Kootenay Rockies Tourism website or app	11
Kootenay Rockies Golf Vacation Guide	9
DBC Outdoor Adventure Guide	8
Consumer show	6
DBC Approved Accommodation Guide	5
Total	1375

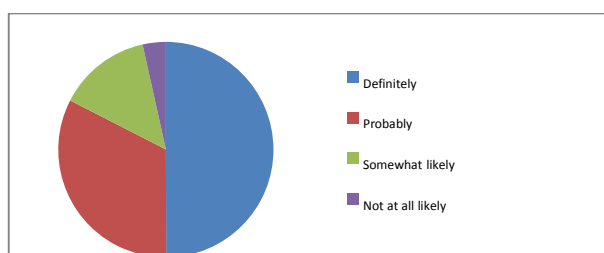


Observations

With 50% (57% in 2013) of visitors already knowing about Golden it was no surprise that 39% (54% in 2013) did not do any research on Golden prior to visiting. 28% used the Kicking Horse Mountain Resort website. 13% used TripAdvisor, this increased from the 2013 figure of 6%. 13% accessed the Tourism Golden website directly. This increase by 5% on the 2013 figures.

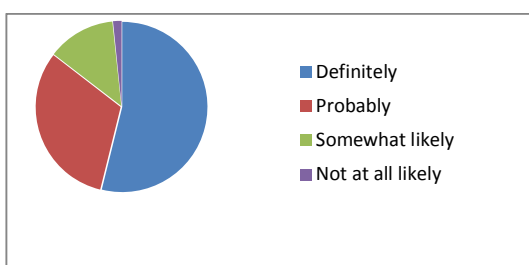
How likely are they to visit Golden again?

	Count	%
Definitely	429	49.94%
Probably	280	32.60%
Somewhat likely	120	13.97%
Not at all likely	30	3.49%



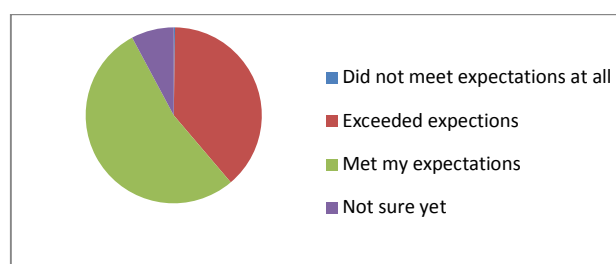
How likely are they to recommend Golden as a vacation destination?

	Count	%
Definitely	463	53.90%
Probably	271	31.55%
Somewhat likely	111	12.92%
Not at all likely	14	1.63%



Did the visit meet their expectations?

	Count	%
Met my expectations	459	53.43%
Exceeded expectations	331	38.53%
Not sure yet	67	7.80%
Did not meet expectations at all	2	0.23%



Observations

96.51% of the visitors stated that they would be likely to come back to Golden, this increased by 3.05% upon the 2013 figures. 53.90% stated that they would definitely return.

The number of visitors stating that they would recommend Golden was high, with 98.37% and this increased by 3.30% upon the 2013 figures. 53.90% stated that they would definitely recommend Golden.

91.96% of the visitors stated that they the visit met or exceeded their expectations. This increased by 5.67% upon the 2013 figures. 7.80% were not sure due to having just arrived in Golden.

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

Comment	Accommodation Location
We think there are better places with everything set up for mountain biking and camping families. Like we have said before, the other resorts have better amenities and we would rather spend the time there rather than stay here. We do think it's beautiful here, Golden and kicking horse needs to develop its services (portapotty, garbage and recycling for the campers) for holding events and catering to the mountain bike racers and their families like the other resorts mentioned previously.	Kicking Horse Mountain Resort
Glacier / mountaineer rooms are awful. They need air conditioning...it was 32 degrees in our room. We couldn't sleep	Kicking Horse Mountain Resort
Too far or other plans (28 comments)	
No comment (9)	

There were no negative comments about Golden or Kicking Horse Country as a destination. Unfortunately there will be visitors that do not necessarily research facilities at accommodations. Golden and Kicking Horse Country has very good campsites that provide the amenities specified in the first comment. The person who made this comment stayed in Golden on 26th July, during the Western Open BC Provincials Bike Races and their primary reason for visiting Golden was Mountain Biking. There are no official campgrounds at Kicking Horse Mountain Resort, there is CSRD campsite at Cedar Lake, which provides 10 un-serviced sites.

There is a full service campsite at the Golden Golf Club and this has all the amenities specified in the visitor comments.

The following are some of the comments received from the visitors that would not recommend Golden as a vacation destination. There were no negative comments from visitors that would not recommend Golden as a vacation destination. The comments received were based around not knowing the area yet.

2014 saw a significant decrease in negative comments from visitors where Golden did not meet their expectations. There were only two visitors that stated that their visit did not meet their expectations. Only one comment as to why was given and this was from the same visitor who commented on why they would not visit Golden again due to camping facilities. The comment was "Too expensive and the abuse on our kids bikes only happens here not at other resorts. We have to replace many things here when our sons bike here and not at other places".

Agreed to Follow up Survey

	Count	%
No	614	71%
Yes	245	29%

Follow Up Survey

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

Refer to Appendix B for the follow up Survey questionnaire.

245 visitors agreed to participate in the follow up survey of which 26 actually completed the survey.

A success rate of: 11%. This decreased from 33% in 2013.

This is 3% of the overall visitors interviewed.

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

Number people they travelled with during their visit to Golden

Number in Group	Count	%
2	18	69.23%
I travelled alone	3	11.54%
4	2	7.69%
3	1	3.85%
5 - 10	1	3.85%
11 - 19	1	3.85%

Observations

The follow up survey shows that 69% of the visitors had 2 people in their group and 12% were travelling alone. The main survey showed that 37% were travelling with their spouse or partner and that 8% were on their own.

Number in group aged 19 years or under

	Under 12 years	13 - 19 years
None	19	23
1	3	
2	1	

Observations

The majority of the visitors did not travel with children. The main survey indicates that 27% of the visitors were families travelling with children. The follow up survey indicates 12% of the visitors having only one group member aged 19 years or younger. This would indicate that the majority of the visitors carrying out the follow up survey were groups of adults and is not a true representation of a cross section of the visitors participating in the main survey.

Why did they choose Golden over other destinations?

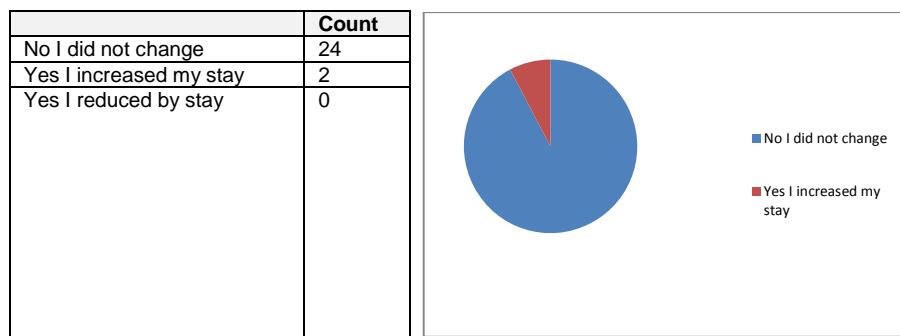
Multiple answers

	Count
Been to Golden before and love it	19
Great place to relax	11
Not too far to travel	9
It offers the best for my favourite sport / activity	8
Great community and people	8
Recommended by a friend or relative who visited Golden	4
History	3
Great for family vacations	3
Special deal or package	3
Tripadvisor or another review site	2
I have a season pass for Kicking Horse Mountain Resort	2
Concert or event	1

Observations

73% of the visitors were returning visitors as they liked Golden. This would explain why 49% of the visitors carrying out the full survey were already aware of Golden and 39% did not do any research on Golden prior to their visit. 34% chose Golden over other destinations due to it not being too far to travel.

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



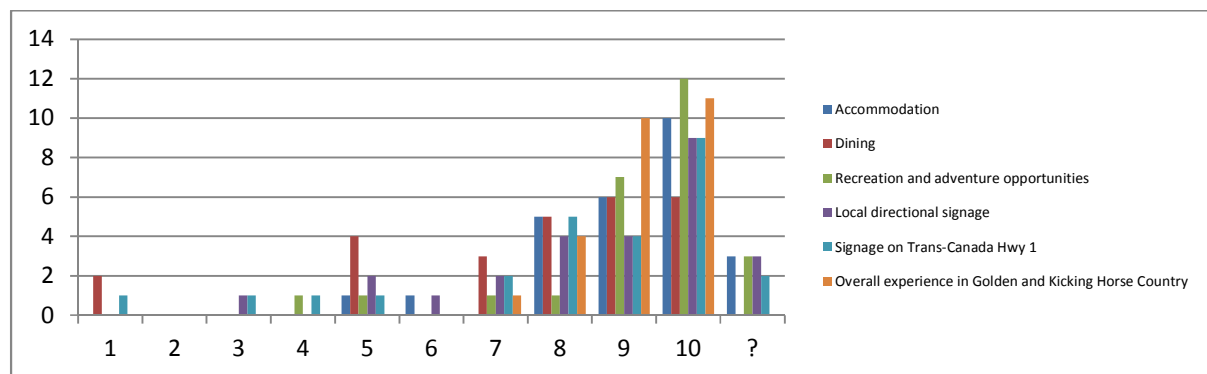
Observations

It was a positive sign that out of the 26 visitors, two increased their stay in Golden.

Experience Ratings

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

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



Observations

The majority of the visitors stated that their accommodation was good to excellent at a rate of 91%, this compared to 76% for the 2013 data. 43% of these visitors gave a rating of excellent.

The Dining ratings were similar to 2013 with a varied rating that could be accounted for the diverse dining options in Golden. 23% (21% in 2013) stated they had an excellent dining experience and stated that it was above average or good. 15% (10% in 2013) stated their dining experience was average.

87% (91% in 2013) of the visitors rated their recreation and adventure experience as good or excellent.

74% (61% in 2013) of the visitors thought the local directional signage was good and 39% (25% in 2013) of these thought it was excellent.

For signage on the Trans-Canada Highway 1, 82% thought it was good, of which 37% rated it as excellent.

Overall visitors had an excellent or good experience during their visit to Golden with 42% stating it was excellent and 58% stating it was good and only 10% stating it was above average. None of the visitors stating that their overall visit was average to poor.

Three words used to describe Golden before and after the visit

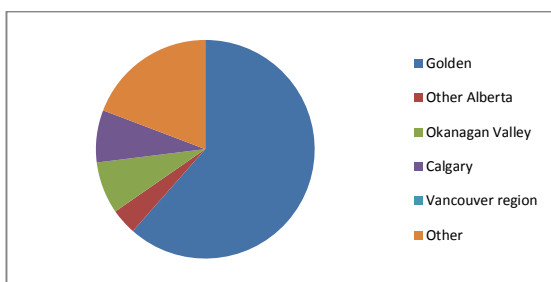
Before Visit			After Visit		
	Negative	Positive		Negative	Positive
Scenic, friendly , cozy		1	Scenic, friendly, cozy		1
small mountain town		1	great, awesome, relaxing		1
Been there before		1	Nice visit		1
Great skiing and golf		1	Exceeded my expectations		1
beautiful non-pretentious adventure		1	beautiful non-pretentious adventure		1
Fantastic, recreational activities		1	Fantabulous, awesome back country		1
Beautiful, fun, convenient			interesting, wonderful, beautiful		1
Not sure where it was or what it had to offer		1	Beautiful with many outdoor adventures to enjoy		1
know nothing about		1	would come back		1

Observations

There were no negative views of Golden.

Final destination of Trip

	Count
Golden	16
Other Alberta	1
Okanagan Valley	2
Calgary	2
Vancouver region	0
Other	5



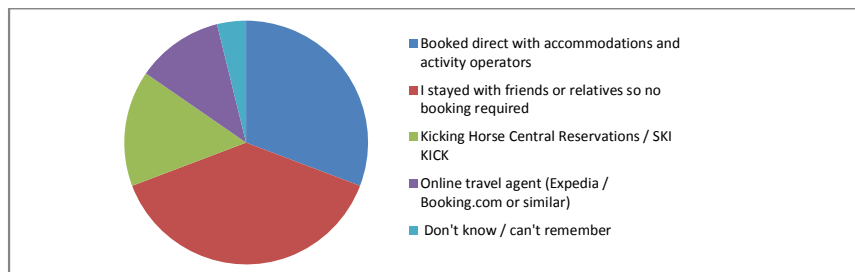
Observations

62% (56% in 2013) of the visitors stated that Golden was their final destination. It was identified in the main survey that 27% (23% in 2013) of the visitors were visiting Golden due to its convenient location to stop en route to another destination and so the results in the follow up survey would have been expected to be comparable figures. This data is inconclusive as it is not known why Golden was not their final destination.

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

How did you book your vacation?

	Count	%
I stayed with friends or relatives so no booking required	10	38.46%
Booked direct with accommodations and activity operators	8	30.77%
Kicking Horse Central Reservations / SKI KICK	4	15.38%
Online travel agent (Expedia / Booking.com or similar)	3	11.54%
Don't know / can't remember	1	3.85%



Observations

31% (40% in 2013) visitors booked direct with accommodators and activity operators. 38% (30% in 2013) stayed with family or friends.

Did you book a package of accommodation and activities together?

	Count	%
No	23	88.46%
Yes	2	7.69%
Not known	1	3.85%

Observations

8% booked their accommodation and activities together. This could be low due to the fact that 38% stayed with friends or family.

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

Length of time	Count	%
3 - 4 weeks	26	100

It is recommended think this should be moved to main survey to determine more information on booking patterns.

What are the top factors when choosing your vacations?

Multiple selections

Reason	Count
Beautiful scenery	21
Value for money	23
A great place to relax and unwind	16
Word of mouth recommendations	13
Opportunities to visit national parks and natural attractions	13
Easy to find information and plan/book a trip	12
Wide range of outdoor activities	12
Heritage and historical sites	7
Accessible (easy to get to)	12
Warm and sunny weather	9
Offers a specific activity (ski, snowmobiling, hiking, fishing biking etc.)	13
Positive reviews on websites	9
Ability to book a package with accommodation and activities	3
Pet friendly	3
It's close to where I live	2
Festivals and concerts	4
Saw it on TV or read a great article/ blog	4
Lots of family activities and attractions for kids	4

Observations

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

Family activities were low but this could be due to the fact that 73% of the visitors in the follow up survey were not travelling with children.

Appendix A

The main survey questionnaire.

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

	<ul style="list-style-type: none"> • Golf • Family vacation • Relaxation • Swiss Guides and other heritage • Mountain biking • Whitewater rafting • Other watersport (e.g. kayaking, canoeing, Stand Up Paddleboard) • Sightseeing/nature/wildlife • Included in touring itinerary • Resort skiing at Kicking Horse Mountain Resort • Cross Country ski • Snowmobiling • Backcountryskiing / touring • Cat or heli-skiing • Summer Kicks Concert • Other
<p>Where was the festival or concert?</p> <p><i>Validation: This question is only asked if "Primary reason for your visit to Golden" is Festival or concert.</i></p>	<ul style="list-style-type: none"> • Spirit Square • Civic Centre • Rockwater • Peaks Grill • River House • Taps • Other
<p>During this visit, how many nights are you staying in Golden?</p>	<ul style="list-style-type: none"> • Day Visit • 1 night • 2 nights • 3 nights • 4 nights • 5 nights • 6 nights • 7 - 13 nights • 14 nights or more
<p>What is your total trip length, i.e. nights away from home</p>	<ul style="list-style-type: none"> • 1 night • 2 nights • 3 nights • 4 nights • 5 nights • 6 nights • 7 - 13 nights • 14 or more nights
<p>What is the location of your accommodation or camping?</p> <p><i>Validation: This question is only asked if "how many nights are you staying in Golden" is not Day Visit.</i></p>	<ul style="list-style-type: none"> • Kicking Horse Mountain Resort • Golden downtown • Golden adjacent to Highway 1 • Front Country (Blaeberry Valley/ Columbia Valley/ Golden West) • Other:
<p>What type of accommodation are you staying in?</p> <p><i>Validation: This question is only asked if "how many nights are you staying in Golden" is not Day Visit</i></p>	<ul style="list-style-type: none"> • Friends/relatives • Hotel/Motel • Bed & Breakfast • Cabin or chalet • Condo / self catering hotel • Campground • Hostel • Vacation Home – rental • Vacation Home – my own • Backcountry lodge
<p>What have you or members of your group done, or are planning to do during your stay in Golden. Select as many as apply.</p>	<ul style="list-style-type: none"> • Ate in a local restaurant • Visited a pub or bar • Shopped locally for gifts or clothing • Shopped for groceries • Visited Farmers Market • Bought gas • Attended a festival or concert • Attended a Summer Kicks Event • Visited Kicking Horse Pedestrian Bridge • Visited the Art Gallery of Golden • Visited the Golden Museum • Hiking around Golden / KHMR • Hiking at Glacier or Yoho national parks • Walked or cycled the Rotary trails • Visited Northern Lights Wolf Centre • Visited Grizzly Bear Refuge/ KHMR • Mountain biking • Golf • Whitewater rafting • Canoeing or Kayaking • Visited Columbia Wetlands • Paragliding • Sky diving • Horse riding • ATV tour • Fishing • Cross Country Ski

	<ul style="list-style-type: none"> • Snowmobiling • Ski/snowboard at Kicking Horse Mountain Resort • Ski/Snowboard - other resorts • Ski touring/back country • Heli or cat ski • Snowshoeing • Did not/will not do any of the listed activities • Attended hockey game • Ice-skating
Approximately how much did your party spend PER DAY in Golden (excluding accommodation)	<ul style="list-style-type: none"> • Under \$50 • \$50 - \$99 • \$100 - \$149 • \$150 - \$199 • \$200 - \$299 • \$300 - \$399 • \$400 - \$499 • \$500 - \$999 • \$1000 - \$1199 • \$1200 - \$1499 • \$1500 +
What was your mode of transport to Golden?	<ul style="list-style-type: none"> • Private vehicle • Rental vehicle • Greyhound bus • Tour bus • Shuttle bus • Private plane / helicopter • Other
Did you know about Golden before planning this visit?	<ul style="list-style-type: none"> • Yes • No
What did you know about Golden before this visit? <i>Validation: This question is only asked if "Did you know about Golden before planning this visit" is Yes.</i>	<ul style="list-style-type: none"> • Free Text
What made you aware of Golden? Select as many from the list.	<ul style="list-style-type: none"> • Have always known about it • Word of mouth recommendation • I or my family used to live in Golden • Internet search • Magazine or newspaper article • Golden Travel Planner or other tourism literature • Specialist activity website or print publication • Tour operator brochure/ itinerary • Travel Guide such as Lonely Planet/ Frommers • Consumer show -Edmonton Snowmobile and Power Sports Show • Consumer Show - Calgary Outdoor Adventure Show • Consumer show - Saskatoon Snowmobile Show • Sports team, activity group or club event • Highway signage • Highway billboard advertising • None of the above • Parks Canada website
Where and how did you research Golden and plan your trip? Select all that apply.	<ul style="list-style-type: none"> • I didn't do any research • Word of mouth referrals • Online search engine (Google, Bing, Yahoo etc.) • Tourism Golden website • Tripadvisor • Kicking Horse Mountain Resort Website • Travel Guide such as Lonely Planet/ Frommers • Kootenay Rockies Tourism website or app • Golden Travel Planner • Consumer show • BC Visitor Centre • Specialist activity website or print publication • Hellobc website • Destination BC Vacation Planner • Destination BC Outdoor Adventure Guide • Destination BC Approved Accommodation Guide • Kootenay Rockies Golf Vacation Guide • Online booking agent (e.g. Expedia, Booking.com etc.) • None of the above • Parks Canada website
How likely are you to visit Golden again?	<ul style="list-style-type: none"> • Not at all likely • Somewhat likely • Probably • Definitely • Please help us understand why you selected this answer (Free Text)

How likely are you to recommend Golden as a vacation destination?	<ul style="list-style-type: none"> • Not at all likely • Somewhat likely • Probably • Definitely • Please help us understand why you selected this answer
How did your visit to Golden meet your expectations?	<ul style="list-style-type: none"> • Did not meet expectations at all • Met my expectations • Exceeded expectations • Not sure yet • Please help us understand why you selected this answer
Are you willing to participate in a follow up survey?	<ul style="list-style-type: none"> • Yes • No • Email Address
Thank you for your time. Would you like to receive an e-newsletter from Tourism Golden with information about news and events in Golden? <small>Your personal information is for use by Tourism Golden only and will not be shared with any other organization.</small>	<ul style="list-style-type: none"> • Yes • No • Email Address

Appendix B

The follow up survey questionnaire.

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

	<ul style="list-style-type: none"> • Don't know / can't remember
How far in advance do you usually plan a trip or vacation	<ul style="list-style-type: none"> • Day of departure • 1 - 6 days • 1 - 2 weeks • 3 - 4 weeks • 2 - 3 months • 3+ months
What are the top factors when choosing your vacations? Please select as many as apply	<ul style="list-style-type: none"> • Value for money • Ability to book a package with accommodation and activities • Easy to find information and plan/book a trip • Accessible (easy to get to) • It's close to where I live • Warm and sunny weather • Lots of family activities and attractions for kids • Wide range of outdoor activities • Heritage and historical sites • Festivals and concerts • A great place to relax and unwind • Opportunities to visit national parks and natural attractions • Beautiful scenery • Offers a specific activity (ski, snowmobiling, hiking, fishing biking etc.) • Pet friendly • Word of mouth recommendations • Positive reviews on websites • Saw it on TV or read a great article/ blog
Your comments and opinions are very valuable to us. Please add them here.	Free text

END OF REPORT