



Annual 2024/25 Golden Visitor Survey Results –Report

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EXECUTIVE SUMMARY

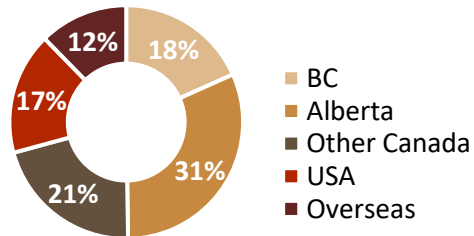
Tourism Golden (TG) has provided tourism marketing services to the town of Golden and Columbia Shuswap Regional District Area A (excluding Yoho National Park) since 2007. Partnering with Align Consulting for the research elements, TG undertook an on-going Visitor Study starting in May 2023. This report summarizes visitor results for the year between April 2024 and March 2025. This on-going approach has shifted to a complete online self-selection approach. In contrast, 2019 and 2017 were two-stage, multi-location, in-person, on-site survey with an online follow up survey approach. In addition, previous years were based on interviewing schedules during peak periods (summer and winter) therefore comparisons are not direct and differences should be interpreted with caution.

Key Findings

- For the past year, Alberta was the top source of visitors to the area, making up 31% of the total, followed by British Columbia at 18%. Both the USA (17%) and Overseas markets (12%) show continued recovery and an upward trend since COVID.
- The majority of visitors were staying overnight. In fact, eight-in-ten (82%) visitors were staying overnight in Golden while only 18% were day trippers. The average overnight visitor length of stay 3.1 nights.
- Golden was the primary destination of 44% of visitors but the destination is also a draw for those on a touring vacation (35%). Results vary by season with Winter having over half of visitors (53%) noting that Golden was their primary destination.
- On average, visitors' travel party consists of 3.0 people. Three-in-ten parties (28%) are travelling with children under the age of 18.
- The use of private home rental services (e.g. Airbnb, VRBO) was an important accommodation booking source (28%) – with an 8% increase compared to last year and is especially important in Winter (39%).
- Trip purpose varies by season but overall, the most common reason visitors were in Golden was for a family vacation (24%), to take a break from driving (11%), sightseeing/nature/wildlife (11%), visiting National Parks (11%) and general relaxation (10%), Proximity to nature/wilderness (87%), proximity to National/Provincial parks (84%), access to good variety of outdoor recreation activities (82%), friendly people (73%), and small town charm (73%) are the main drivers of travellers decision to visit Golden.
- On average, travel parties spent \$1,303 while in Golden in the past year. Spend varied by season with Winter visitors notably spending the most with an average of \$1,547.
- Golden visitors rated their overall experience as very good-excellent (89%) and the majority were very likely to return (80%). Overall experience is consistent between seasons but likelihood to return is highest (87%) among shoulder season visitors.
- Despite 90% of visitors being satisfied with their trip in Golden, Golden's Net Promoter Score (NPS) is moderate at 50.8, with a slight increase of 1.4 points compared to last year. It should be noted that Tourism Golden now measures NPS of only those visitors who are coming to Golden as their primary destination.
- Golden's visitors appear to consider sustainability when travelling and have a positive impression of the destination's sustainability efforts.

GOLDEN – ANNUAL 2024/25 SUMMARY

Market Origin
Percentage of Visitors



Top Provinces (outside BC & AB)

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

Top 3 USA States

1. California
2. Washington
3. Texas

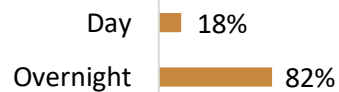
Top 3 Overseas Regions

1. United Kingdom
2. Australia
3. Germany



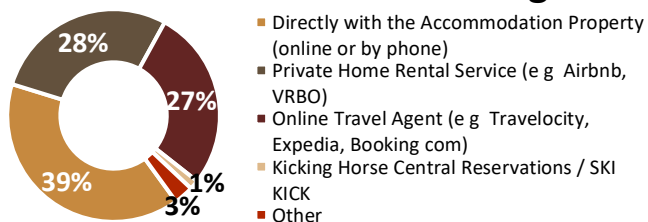
\$1,303 =
average visitor
party expenditure
in Golden

Length of Stay



Average Stay = **3.1** Nights

Accommodations Booking



81% Stayed at Paid Roofed Accommodation

77% Pre-Booked Accommodation

Visitors



63% female

35% male

3.0 people in each visitor party

2.5 adults

0.5 children (< 16)

27% were between ages of 19-34

44% were between ages of 35-54

50% had HH income of \$100,000+

Top 5 Reasons for Visiting Golden

1. Family Vacation (24%)
2. Break from Driving/Convenient Place to Stop (11%)
3. Sightseeing/Nature/Wildlife (11%)
4. Visiting National Parks (11%)
5. General Relaxation (10%)

52% of first-time visitors were aware of Golden before visiting

Type of Trip

First Time 63%

Repeat Visitor 37%

Golden is the primary destination 44%

On a touring trip 35%

On route to another primary destination 21%

61% Considered Other Summer Destinations

Like:

- Banff/Lake Louise/Jasper/Yoho
- Other BC
- Calgary/Edmonton
- Revelstoke
- Vancouver

Top 5 Places Visited in Golden

1. Restaurant
2. Gas Station
3. Grocery Store
4. Golden Skybridge
5. Visit National Park-Banff/Lake Louise

Experience Evaluation

89% Rated Their Overall Golden Experience as Very Good/Excellent

Likelihood to Recommend: **62%**

Net Promoter Score (NPS)*: **50.8**

Likelihood of Return to Golden: **80%**

*NPS for those visitors where Golden is their primary destination.

2024/25 Golden Annual Visitor Study Report

Annual Visitors	Total 2024/25	Spring (April-June)	Summer (July & August)	Fall (Sept-November)	Winter (Dec-March)
Primary Market					
BC	18%	17%	17%	22%	17%
Alberta	31%	34%	32%	31%	29%
Other Canada	21%	18%	22%	20%	23%
USA	17%	18%	16%	15%	19%
Overseas	12%	13%	13%	13%	11%
Gender					
Female	63%	64%	65%	61%	61%
Male	35%	33%	33%	37%	38%
Length of Stay					
Day Visitors	18%	16%	19%	20%	14%
Overnight Visitors	82%	84%	81%	80%	86%
Average Nights in Golden	3.1	3.1	2.9	2.8	3.6
Aware of Golden Before First Visit¹	52%	49%	52%	53%	53%
Type of Trip					
Percent Choosing Golden as Primary Destination	44%	43%	37%	45%	53%
First Time Visitors	63%	64%	65%	64%	57%
Repeat Visitors	37%	36%	35%	36%	43%
Considered Other Destinations	61%	61%	62%	63%	56%
Visitor Party Expenditures While in Golden	\$1,303	\$1,318	\$1,212	\$1,166	\$1,547
Accommodation					
Stayed at Paid Roofed Accommodation	81%	79%	74%	89%	83%
Pre-Booked Accommodation	77%	77%	77%	79%	77%
Booked with Private Home Rental (e.g. Airbnb)	28%	24%	25%	26%	39%
Experience Evaluation⁴					
Overall Excellent/Very Good Experience Rating ²	89%	90%	90%	90%	87%
High Likelihood of Return Trip to Golden ²	80%	87%	73%	83%	84%
High Likelihood of Recommending Golden ²	62%	74%	61%	69%	51%
Satisfied with Trip in Golden ^{2, 3}	90%	92%	86%	90%	94%
NPS ³	50.8	63.3	50.3	58.6	38.8

1. Of First Time Visitors. 2. Top Box Responses. 3. Tourism Golden now analyzes NPS for only those visitors where Golden is their primary destination. Sample sizes for Spring, Summer and Fall are low, please interpret with caution. 4. % exclude Don't Know/No Response.

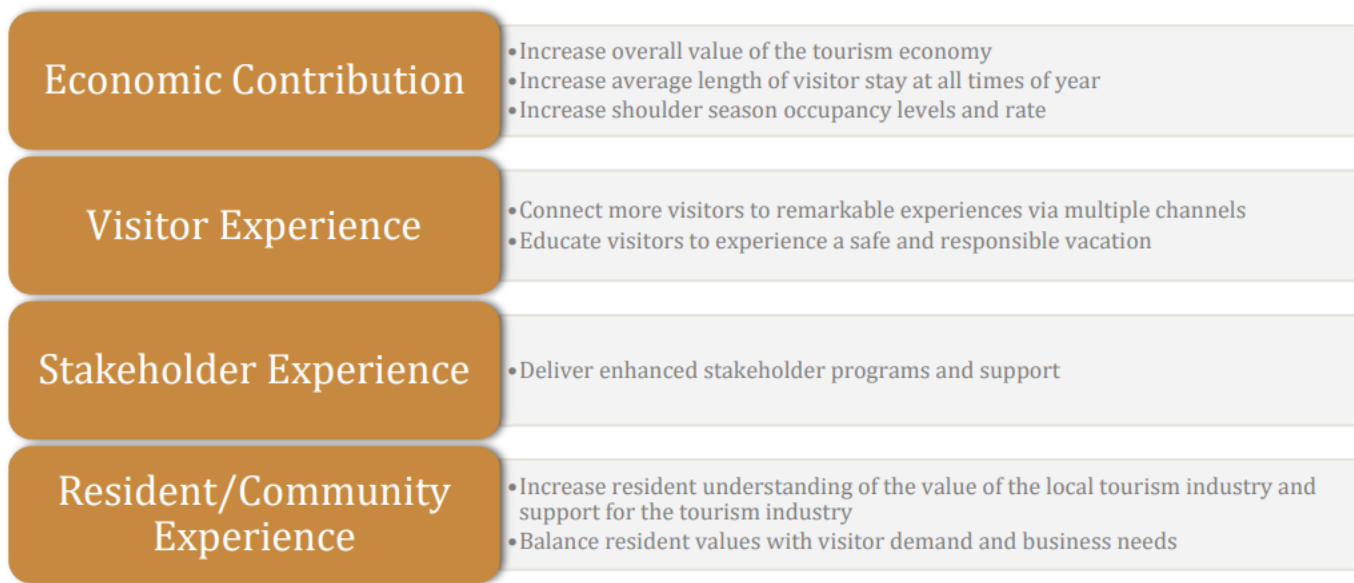
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Front Cover Photo Credit: Jeff Bartlett

1. INTRODUCTION

Tourism Golden (TG) has provided tourism marketing services to the town of Golden and Columbia Shuswap Regional District Area A (excluding Yoho National Park) since 2007. The not-for-profit organization's vision is to *inspire travellers who share our community's values to stay longer and experience Golden, creating deep connections and lasting memories*. TG's strives to effectively execute research-informed destination management strategies to realize this vision and will continue to focus on eight core objectives across four themes:¹



Visitor Intercept Surveys are identified as methods for measuring both objectives related to Visitor Experience. Given this, Tourism Golden identified the need to conduct a study in 2023 going forward. TG has previously conducted visitor surveys in 2013, 2014, 2015, 2016, 2017 and 2019. However, an on-going approach was determined to be the best approach. The new methodology is described in detail in the next section.

Align Consulting Group has been a research partner since 2015 and supported previous Visitor Studies. In 2023, Align worked with Tourism Golden to develop the revised approach, modify the surveys and implement the data collection. This approach has been used on-going since May 2023 with small modifications.

¹ Tourism Golden's 5-year Strategic Plan 2022 - 2027.

2. METHODOLOGY

2.1. Data Collection

Previous methods included on-site intercept surveying with online follow up surveys to those who agreed during the on-site intercept. In 2023, budget, desire to cover all seasons, resource availability and emerging visitor behaviour was considered and it was determined that an online in-destination (replacing the intercept previously used) survey would be conducted year-round with an online follow up survey to be sent to those who opted-in during the first survey.

Phase 1 - Online In-Destination Survey was targeted electronically to those visitors who were in Golden at the time. The survey was primarily accessed through links in social media campaigns/ads and QR codes posted at select locations in Golden. The survey was approximately 5-10 minutes in length and collected core traveller information (market origin, travel party characteristics) and trip characteristics (length of stay, primary motivation to visit Golden, activities, high-level spend). In addition, respondents were asked to participate in Phase 2 by providing their email address.

Phase 2 - Online Follow Up Surveys collected more post-visit evaluations measuring visitor satisfaction and advocacy. In addition, more detailed spend information was collected. This survey also verified activity and attraction participation and asked about future visitation.

To encourage responses, substantial incentives were offered for both phases. Phase 1 has a monthly draw for one of two \$150 pre-paid gift VISA gift cards while Phase 2 has a quarterly draw for one of three pre-paid gift VISA cards valued at \$200 each.

The questionnaires were designed by Align Consulting Group and Tourism Golden. Although notable changes were made, many questions were consistent with previous Visitor Studies to allow for comparability. See Appendix C for the full Phase 1 and Phase 2 questionnaires.

2024/25 Golden Visitor Survey Methodology

Phase 1 – Online In-Destination Visitor Survey (2,197 completed)

- Online Surveys – drive respondents to the survey through the Tourism Golden website, Social Media posts and Social Media campaign/ads, QR codes from posters at locations in Golden.
- Collected basic trip and traveller information.
- At conclusion of survey, recruited visitors to complete more detailed online follow up survey (via email).
- Monthly draw for two pre-paid VISA gift cards valued at \$150 each.



Phase 2 – Online Follow Up Survey (684 completed)

- Online survey sent via email collected in Phase 1.
- More detailed trip characteristics, use of visitor information services including the Golden Visitor Centre and perceptions of Golden and experience evaluation.
- Quarterly draw for three pre-paid VISA gift cards valued at \$200 each.

A total of 3,610 people accessed the online in-destination survey between April 2024 and March 2025. Of those, 397 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. In addition, 438 only partially completed the survey. Therefore, 2,775 visitors completed the Phase 1 survey. A total of 1,988 visitors agreed to complete the online, follow-up survey. Three email reminders were sent over several weeks to those people who had not started or completed the survey. A total of 684 visitors completed the follow up online survey for a response rate of 34%.²

	Number of:					
	Accessed Survey	Not in Population ¹ /Did Not Complete	Completed In- Destination Survey	Agree to Follow-Up	Completed Follow-Up	Response Rate
Spring	1,066	405	661	594	170	29%
Summer	1,164	392	772	715	270	38%
Fall	590	221	369	329	133	40%
Winter	791	396	395	350	111	32%
Annual Total	3,611	1,414	2,197	1,988	684	34%

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

² 34% is a is considered a strong response rate.

2.2. Data Analysis

Given the approach to Phase 1, the decision was made to not apply any weight factors to the data. To account for differences in the response rates to Phase 2 by market origin, the follow up survey questions were weighted (or ‘balanced’) by the market distribution in Phase 1. The Annual Totals are weighted (in addition) by season based on independent volume data to ensure that one season does not over-influence the annual results.

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

- Occasionally, top box analysis was used where the top two responses were summarized to understand meaningful differences between groups (e.g. visitors that responded with ‘4s’ or ‘5s’ on a 5-point satisfaction scale).
- Visitor expenditures were collected in both the on-site and follow-up surveys. Both surveys collected expenditures for each travel party (and not per visitor) but average party size was divided into total travel party expenditures to equal per person expenditures. Further, average length of stay in Golden was used to calculate expenditures on a per-person, per-day basis.
- To avoid the influence of outliers in expenditures, travel party and length of stay calculations, the top and bottom 2.5% of responses were trimmed within each season.
- Open-ended (textual) responses were grouped into categories and summarized with percentages where sample size allowed.
- Sample size warnings were provided as footnotes when response categories had less than 30 responses.
- Comparisons to previous results are made at some points in the report. Please be aware that previous responses include both an online visitor experience survey as well as intercept survey results therefore there is a methodology change.
- The subtitle on each graph indicates the relevant sample population.

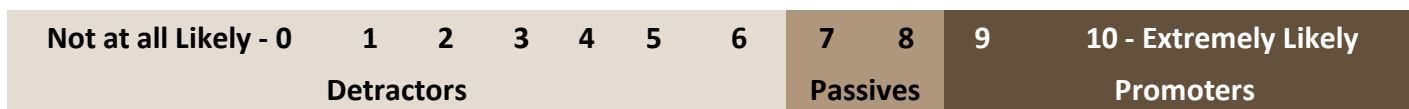
2.2.1. Net Promoter Score

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

One goal of Destination British Columbia's (DBC) 2017/18 - 2019/20 corporate strategy³ is for British Columbia to become the most highly recommended destination in North America. The Net Promoter Score® (NPS®)⁴ measures the intention to recommend a travel destination and is also an indicator of overall satisfaction with the travel experience. Starting in 2016, Golden visitor surveys have collected the NPS to monitor visitor experience satisfaction. In 2023, Tourism Golden decided that strategically, measuring NPS of those whose primary destination was Golden was a better metric. As such, NPS going forward will be only of the subgroup of visitors who are coming to Golden as their primary destination.

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

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



$$\begin{array}{|c|} \hline \% \\ \hline \text{Promoters} \\ \hline \end{array} - \begin{array}{|c|} \hline \% \\ \hline \text{Detractors} \\ \hline \end{array} = \text{NPS}$$

³ https://www.destinationbc.ca/content/uploads/2019/02/DBC-Corporate-Strategy-2017_editFeb212019.pdf

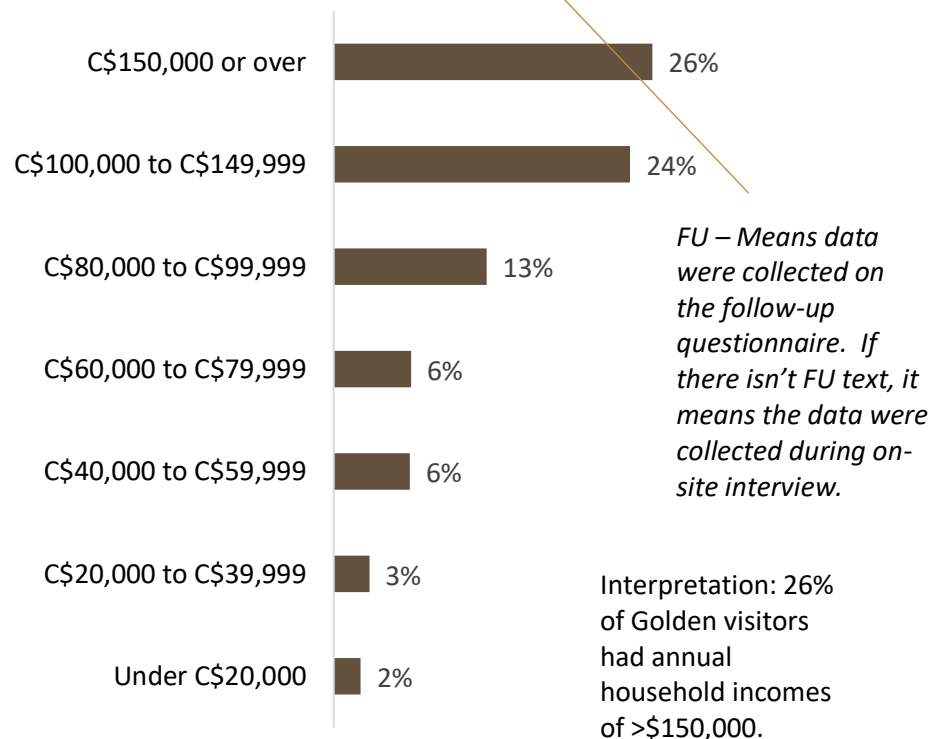
⁴ Net Promoter, NPS and the NPS-related emoticons are registered service marks, and Net Promoter Score and Net Promoter System are service marks, of Bain & Company, Inc., Satmetrix Systems, Inc. and Fred Reichheld.

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

2.3. Tips for Reading Results

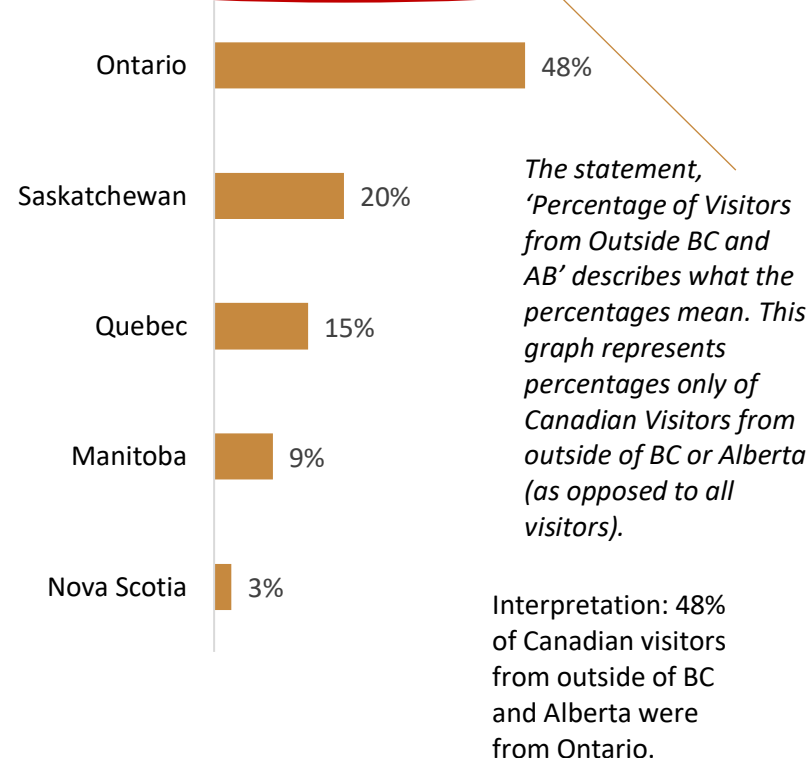
Annual Household Income (\$CDN)

Percentage of Visitors ^{FU}



Origin of Canadian Visitors

Percentage of Visitors Outside of BC and AB



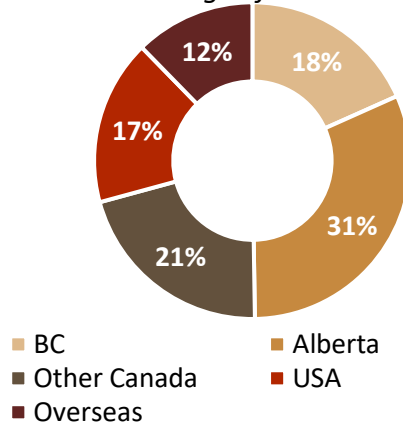
Footnotes about questions are noted here. Often they describe the 'other' categories, describe an analysis note, or describe the number of responses (n).

1. Other US States include: Georgia, Colorado, Florida, Minnesota, Pennsylvania, Wisconsin, New York, Illinois.

3. RESULTS

3.1. Visitor Characteristics

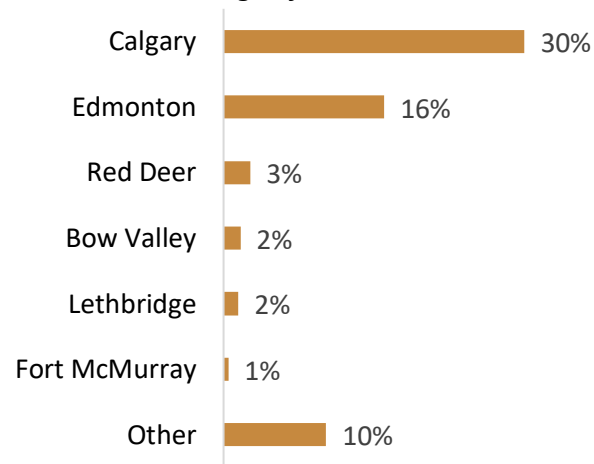
Market Origin
Percentage of Visitors



Q. Where do you live?

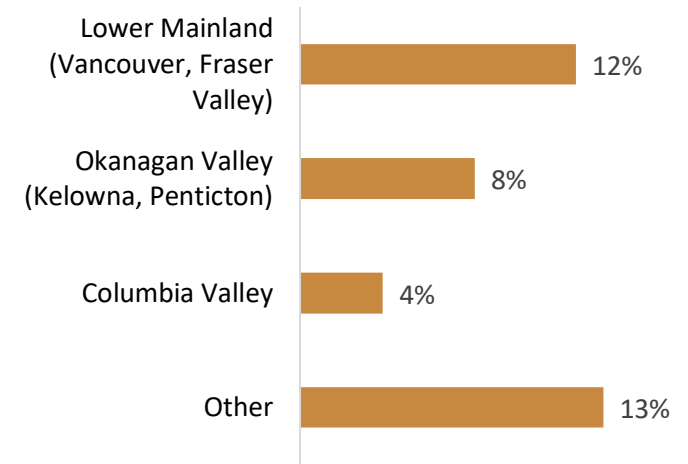
Base: All intercept respondents, n=2,685.

Origin of Visitors from Alberta
Percentage of Albertan Visitors



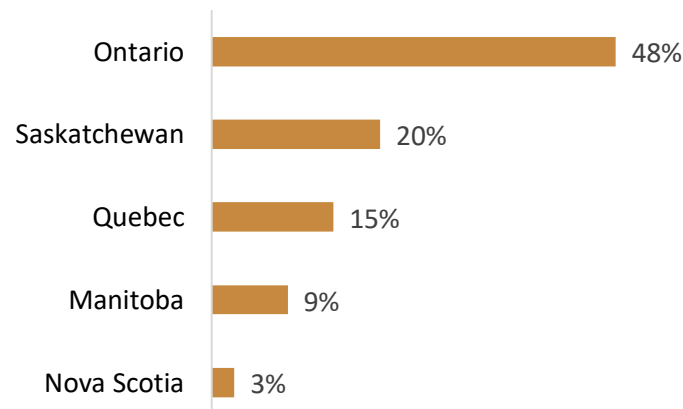
Base: All intercept respondents, n=1,327.

Origin of Visitors from BC
Percentage of British Columbian Visitors



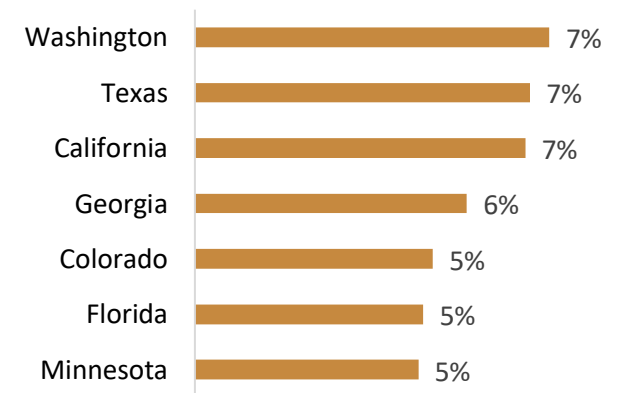
Base: All intercept respondents, n=1,327.

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



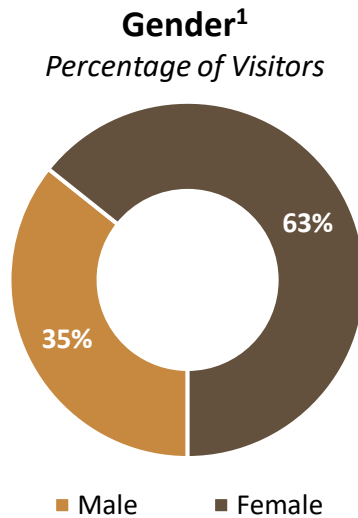
Base: All intercept respondents, n=558.

Origin of Visitors from USA¹
Percentage of American Visitors

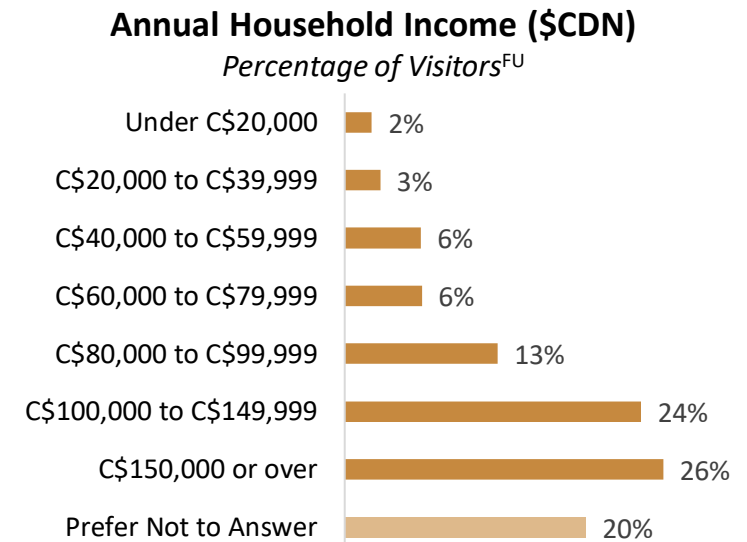
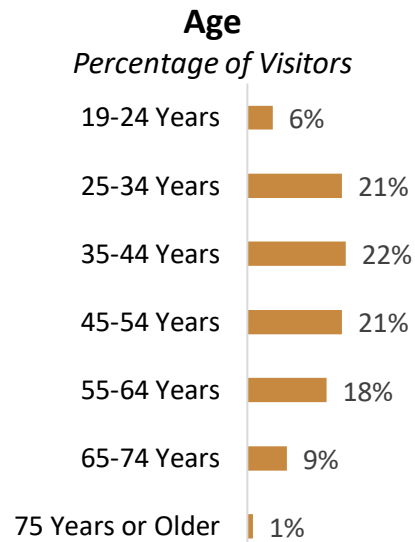


Base: All intercept respondents, n=447.

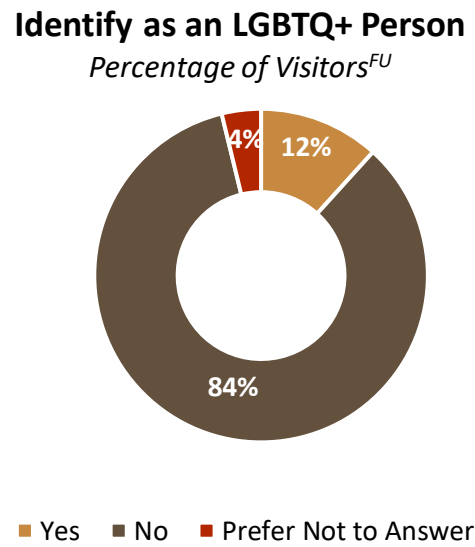
1. Overseas Visitors n=331. United Kingdom 30%, Australia 20%, Germany 12%, New Zealand 6%, Other European Countries 21%. Small sample sizes exist, interpret with caution.



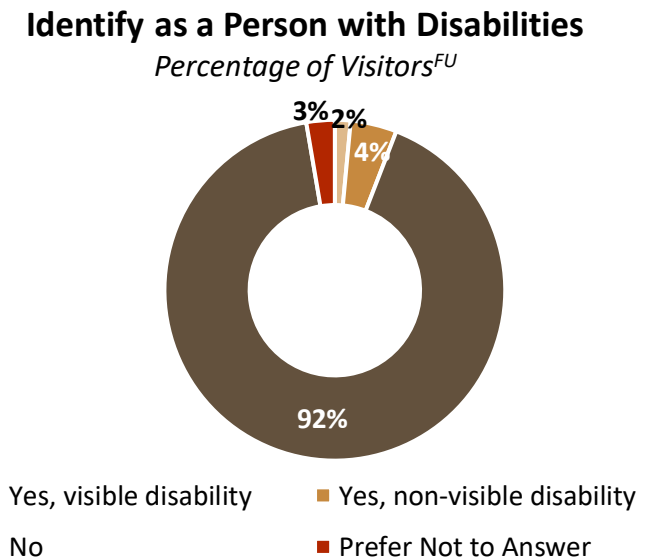
Q. What gender do you identify as? / Q. In which of the following age categories are you?
Base: All intercept respondents, excluding DK/NR, n=2,234/2,215.



Q. Before taxes, what is your approximate annual household income in Canadian dollars?
Base: All visitors in the follow up sample excluding DK/NR, n=549.



Q. Do you, or anybody in your travel party while in Golden, identify as an LGBTQ+ person?
Base: All visitors in the follow up sample, n=241.

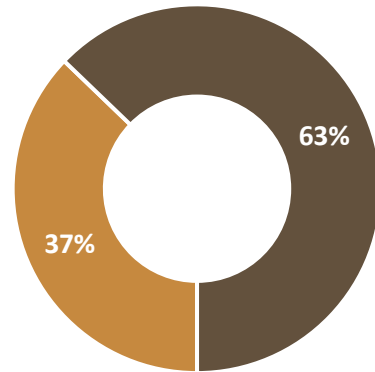


Q. Do you, or anybody in your travel party while in Golden, identify as a person with a disability?
Base: All visitors in the follow up sample, n=241.

1. Prefer not to answer/Don't Know = 1% and Non-Binary, Gender Fluid, and/or Two-Spirit = 0%

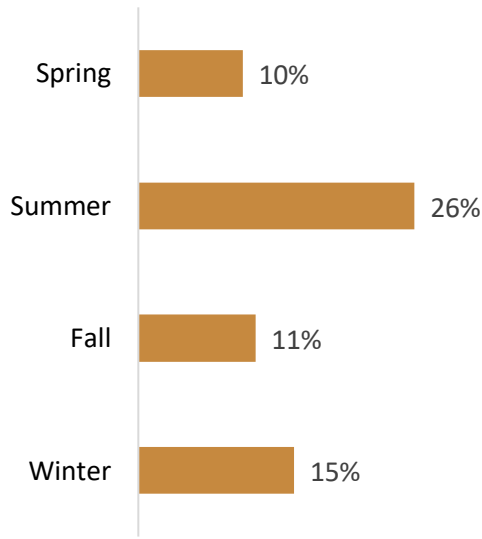
3.2. Trip Characteristics

Been to Golden Before
Percentage of Visitors



■ Repeat Visitor ■ First Time

Season of Past Visitation¹
Percentage of Golden Visitors



Average Number of Past Trips to Golden:

4.6

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

31%

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

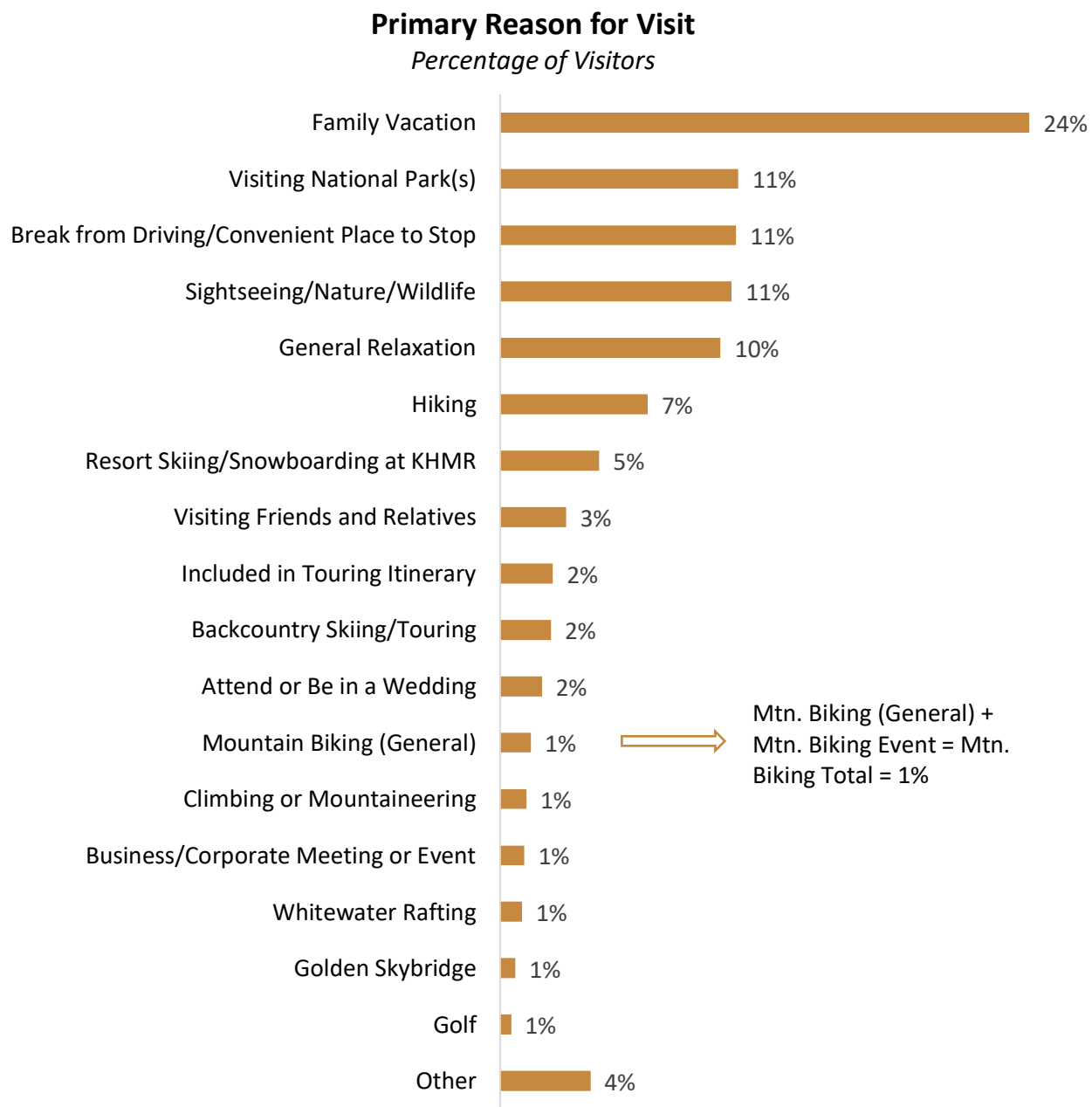
16%

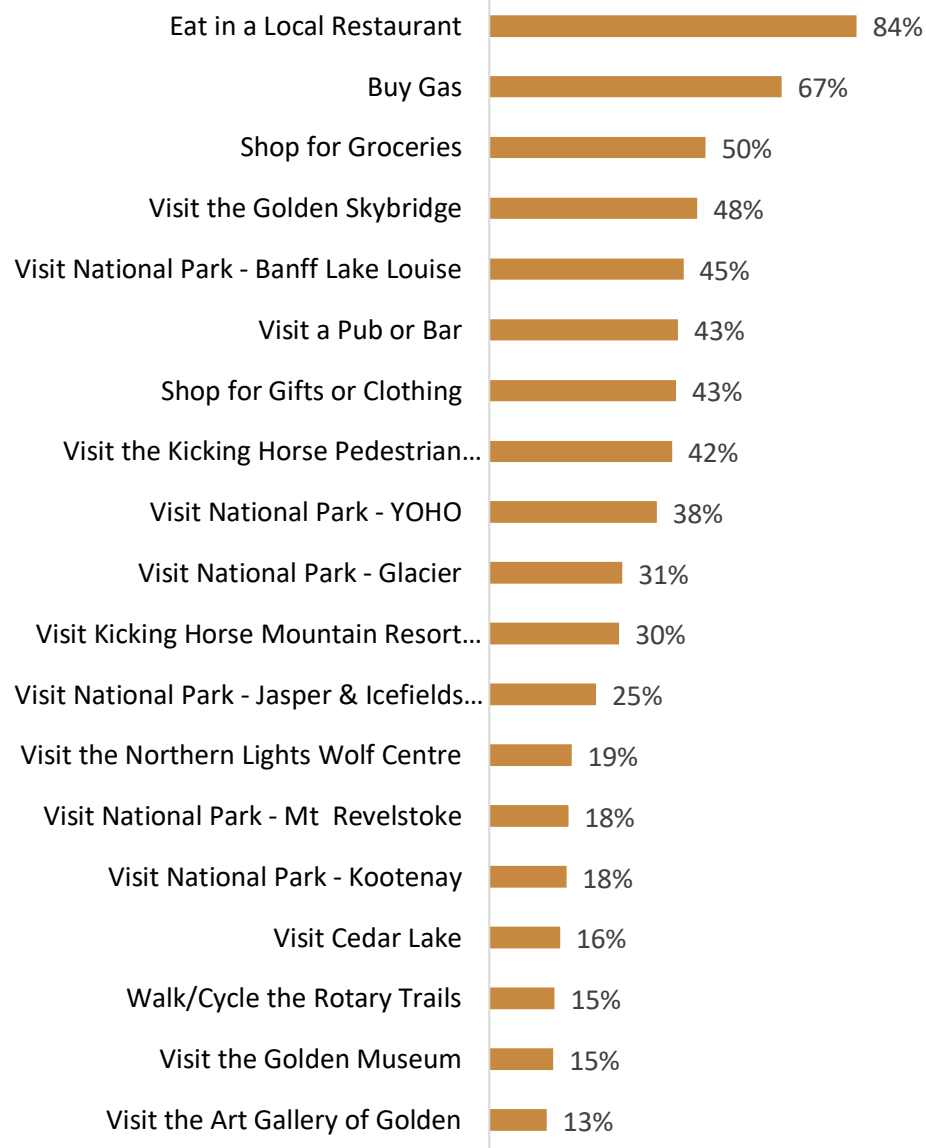
Been To Golden? ¹		
	Repeat Visitors	First-Time Visitors
Origin		
BC	26%	14%
AB	46%	23%
Other Canada	20%	23%
USA	4%	24%
Overseas	4%	17%
Primary Reason (Top 5)	1. Family Vacation (21%) 2. Break from Driving/Convenient Place to Stop (14%) 3. General Relaxation (13%) 4. Sightseeing/Nature/Wildlife (7%) 5. Resort Skiing/Snowboarding at KHMR (7%)	1. Family Vacation (26%) 2. Visiting National Park(s) (14%) 3. Sightseeing/Nature/Wildlife (13%) 4. Break from Driving/Convenient Place to Stop (9%) 5. General Relaxation (8%)
Length of Stay		
Day	22%	16%
Overnight	78%	84%
Average Nights	2.9	3.1

1. This table is read as origin, primary reason and length of stay of repeat or first-time visitors. For example, 26% of repeat visitors were from BC, whereas 14% of first-time visitors were from BC. 4% of repeat visitors were from overseas while 17% of first-time visitors were from overseas.

Q. Have you been to Golden on a past trip other than just stopping for a rest break (e.g. gas/food)? **14**
If yes, in what seasons?

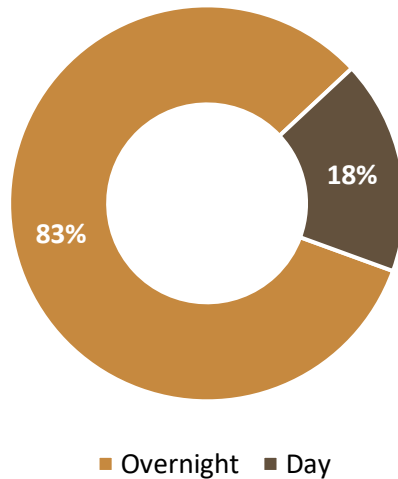
1. Golden visitors could respond with more than one response, so the sum totals more than 100%.



Golden Places Visited¹*Percentage of Visitors**While in Golden, have you or do you plan to go to the following places?**Base: All intercept respondents, n=2,322.*

1. Golden visitors could respond with more than one response, so the sum totals more than 100%.
2. Please note that due to a programming error, additional activities were not asked in the online intercepts until the Winter season of 2024/24, therefore this information is not available on an annual basis; however, is available in the Winter report.

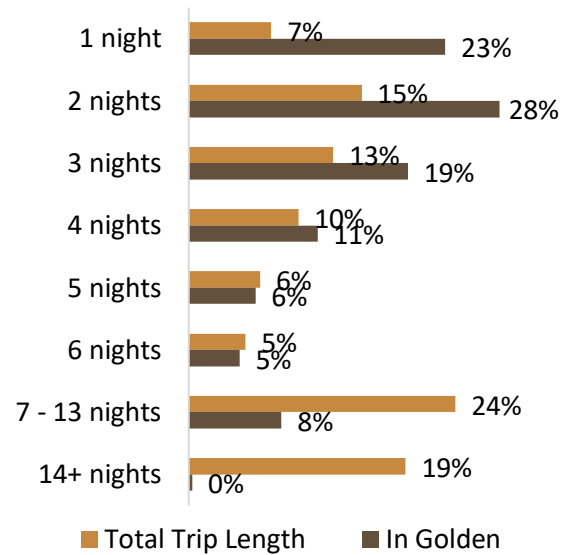
Length of Stay in Golden Percentage of Visitors



Q. What is your total trip length?

Base: All intercept respondents, n=2,117.

Nights on Trip and in Golden Percentage of Visitors



Q. [OVERNIGHT visitors] How many nights in Golden? / [DAY visitors] How many hours in Golden?

Base: Overnight Visitors, n=2,775 / Base: Day Visitors, n=336.

Average Overnight Trip Length:
7.6 nights

Average Nights in Golden:
3.1 nights

Time in Golden/Total Trip Length:
35%

Average Hours in Golden (Day Visitors):
5.0 hours

Average Travel Party Size:
3.0 people (2.5 adults, 0.5 children)

% with Children in Travel Party:

28%



Percent of Visitors Travelling in a Group:
4%

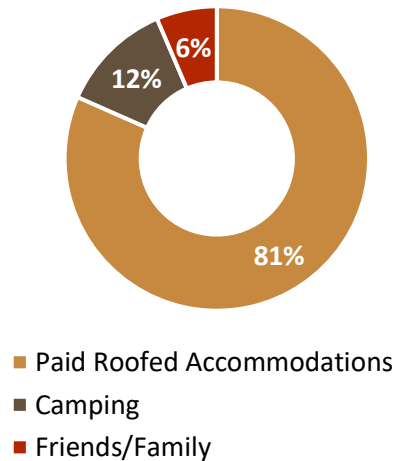
Type of Group¹:

- Leisure Tour Group (52%)
- Sports Group (16%)
- Business Group/ Group of Colleagues (5%)
- Other (20%)

Q. Are you travelling as part of a group where your accommodations and activities were booked for you by a third party (e.g. tour operator, travel agent)? Base: All intercept respondents, n=2,567.

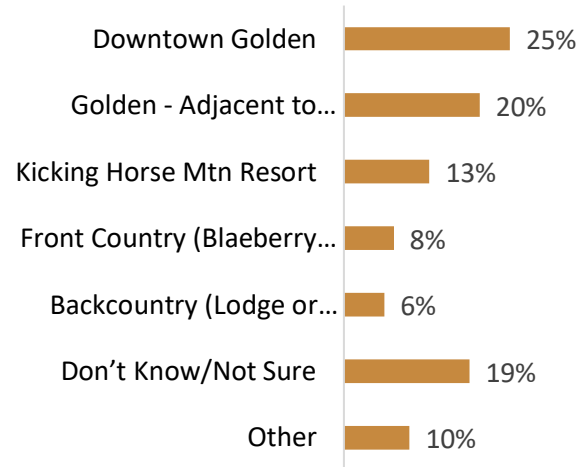
Q. What kind of group is it? Base: All intercept respondents, n=92.

Golden Overnight Accommodation Percentage of Visitors



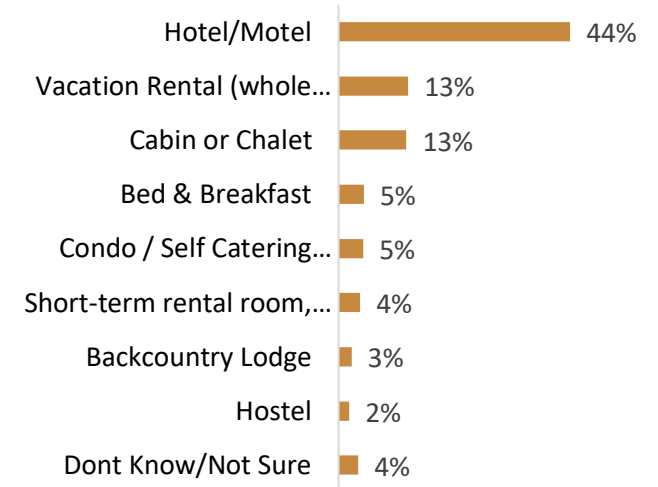
Q. In Golden, are you staying in paid roofed accommodations, camping or with friends and family?
Base: All overnight visitor intercept respondents, n=1,635.

Paid Accommodation Location Percentage of Visitors



Q. What is the location of your accommodation or campsite?
Base: All overnight visitor intercept respondents staying in paid accommodations, n=1,480.

Accommodation Type¹ Percentage of Visitors

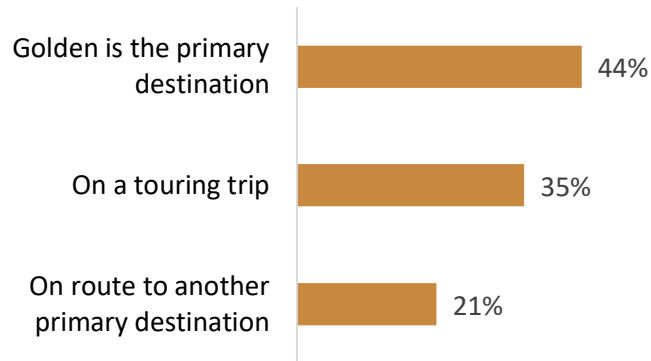


Q. What type of accommodation are you staying in?
Base: All overnight visitor intercept respondents staying in paid accommodations, n=1,430.

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

How Would You Describe Your Trip?

Percentage of Visitors



Q. How would you describe the trip that you are on?

Base: All intercept respondents, n=2,447.

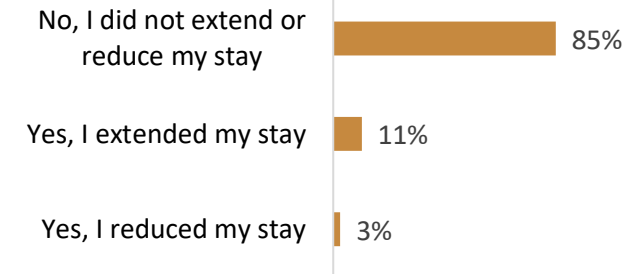
Other Primary Destinations

(541 responses)

- Banff/ Lake Louise/Jasper/Yoho (26%)
- Other BC (18%)
- Calgary/Edmonton (13%)
- Penticton/Kelowna/ Okanagan (9%)
- Other AB (8%)
- Vancouver (7%)
- Revelstoke (4%)
- Canmore (3%)

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

Percentage of Visitors^{FU}



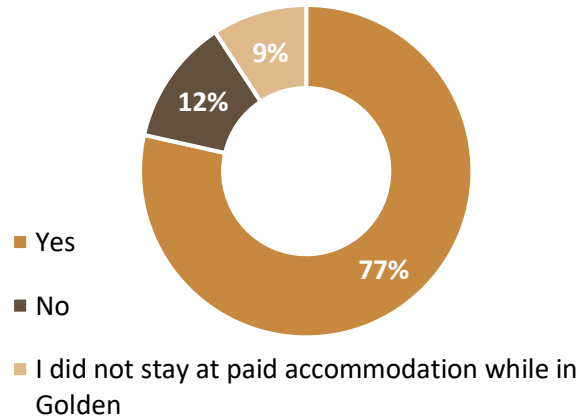
Q. After your arrival in Golden did you reduce or extend your stay from what you originally planned?

Base: All Visitor Follow Up respondents, n=596.

3.2.1. Accommodation Booking

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

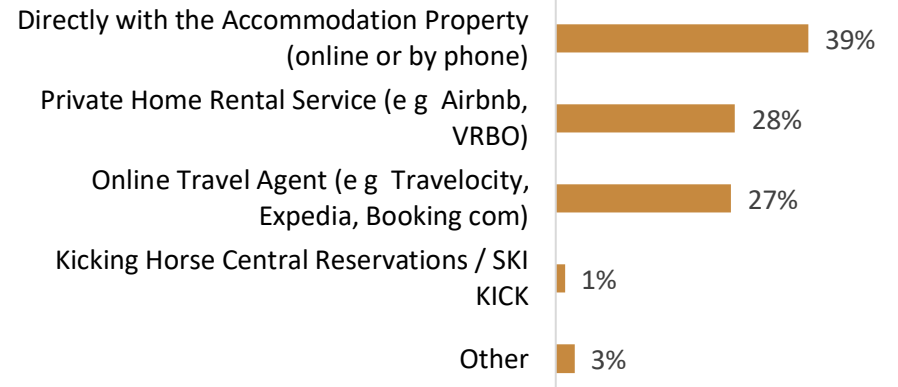
Percentage of Visitors^{FU}



Base: All Visitor Follow Up respondents, n=591.

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

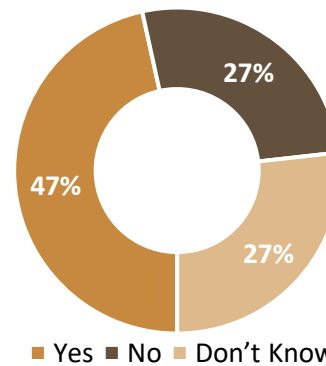
Percentage of Visitors That Pre-Booked/Reserved^{FU}



Base: All Visitor Follow Up respondents, n=453.

If This Kind Of Accommodation Was Not Available In Golden, Would You Have Still Stayed Overnight In Golden?

Percentage of Visitors That Used A Private Home Rental^{FU}



Base: All Visitor Follow Up respondents that used a private home rental, n=115.

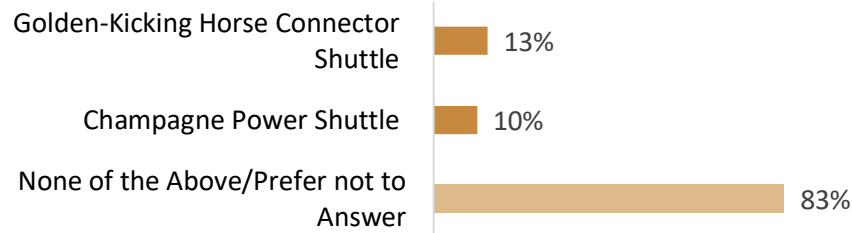
	Trip Characteristics by Market ¹					
	BC	Alberta	Other Canada	USA	Overseas	TOTAL
Been to Golden?						
Repeat Visitor	53%	55%	34%	8%	13%	38%
First Time	47%	45%	66%	92%	87%	62%
Travel Party Size (Average)	2.8	3.2	3.0	3.1	2.8	3.0
Type of Trip						
Golden is Primary Destination	46%	65%	39%	32%	10%	44%
Touring Trip	24%	16%	41%	49%	73%	35%
Other Primary Destination	31%	19%	20%	20%	17%	21%
Primary Reasons for Visiting (Top 5)¹	1. Break from Driving (20%) 2. Family Vacation (19%) 3. General Relaxation (9%) 4. Sightseeing/Nature/Wildlife (7%) 5. Visiting National Parks (6%)	1. Family Vacation (28%) 2. General Relaxation (17%) 3. Break from Driving/Convenient Place to Stop (11%) 4. Sightseeing/Nature/Wildlife (8%) 5. Resort Skiing/Snowboarding at KHMR (5%)	1. Family Vacation (25%) 2. Sightseeing/Nature/Wildlife (13%) 3. Visiting National Parks (11%) 4. Break from Driving/Convenient Place to Stop (9%) 5. Hiking (8%)	1. Visiting National Parks (26%) 2. Family Vacation (25%) 3. Sightseeing/Nature/Wildlife (14%) 4. Hiking (8%) 5. General Relaxation (6%)	1. Family Vacation (18%) 2. Visiting National Parks (16%) 3. Sightseeing/Nature/Wildlife (14%) 4. Hiking (11%) 5. Break from Driving/Convenient Place to Stop (11%)	1. Family Vacation (24%) 2. Visiting National Parks (11%) 3. Break from Driving/Convenient Place to Stop (11%) 4. Sightseeing/Nature/Wildlife (11%) 5. General Relaxation (10%)
Length of Stay						
Day (Hours)	24%	24%	14%	12%	9%	18%
Overnight	76%	76%	86%	88%	92%	82%
Average Nights	2.4	2.3	3.2	4.1	3.3	3.1
Accommodation						
Paid Roofed Accommodation	78%	80%	79%	87%	82%	81%
Camping	16%	12%	10%	11%	12%	12%
Friends/Family	6%	7%	10%	1%	6%	6%
Other	0%	0%	1%	1%	0%	0%
Average Expenditures (Per Trip/Per Party)	\$1,044.09	\$1,013.04	\$1,521.85	\$1,863.7	\$1,423.24	\$1,303.15

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

3.3. Transportation Services Awareness and Use

When booking your trip, which of the following transportation services were you aware of? ^{FU}

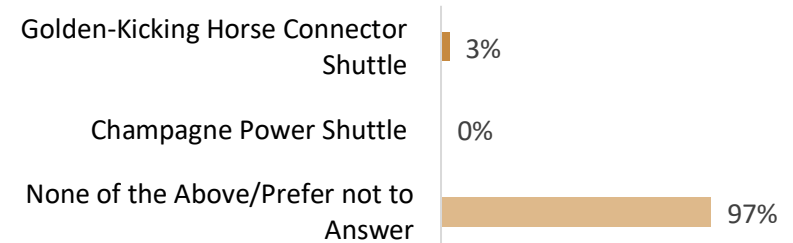
Percentage of Visitors FU



Base: All Visitor Follow Up respondents during Winter only, n=95.

Which of the following shuttle services did you use on this visit? ^{FU}

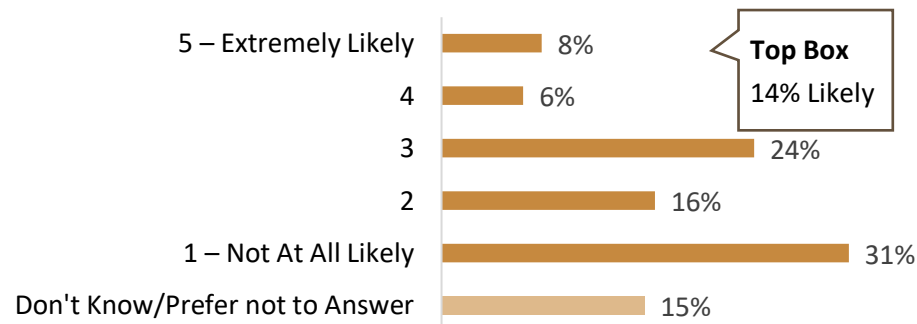
Percentage of Visitors FU



Base: All Visitor Follow Up respondents during Winter only, n=94.

Assuming you were to come back when the Golden-Kicking Horse Shuttle service is active, how likely are you to use this shuttle service between Golden and Kicking Horse Mountain Resort? ^{1,2}

Percentage of Visitors FU



Base: All Visitor Follow Up respondents during Winter, n=94.

1. Golden-Kicking Horse Connector Shuttle (operates from December through March between various locations in Golden and base of Kicking Horse Mountain Resort).
- Champagne Power Shuttle (operates daily from December through March between Calgary Airport and accommodations in Golden and Kicking Horse Mountain Resort).
2. Small sample sizes exist, please use caution when interpreting.

3.4. Expenditures

Expenditures in Golden (Averages) ¹				
	Visitor Party		Per Person	
	Trip Expenditures	Daily Expenditure ²	Trip Expenditures ³	Daily Expenditure ⁴
Day Visitors (n=157)	\$704.83	\$704.83	\$235.73	\$235.73
Overnight – VFR (n=48)	\$1,066.35	\$346.22	\$351.93	\$114.26
Overnight - Paid Roofed (n=667)	\$1,491.86	\$484.37	\$492.36	\$159.86
Overnight – Camping (n=90)	\$816.53	\$265.11	\$269.48	\$87.49
Overall (n=1,099)	\$1,303.15	\$488.07	\$432.94	\$162.15

1. The expenditures presented were collected during online intercept/in-destination with follow up overwriting spend where available (i.e. if they completed the follow up and provided a trip spend, that was used but if not, the intercept spend was used).

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								
	Paid Accomm.	Food and Beverage	Transportation	Shopping	Attractions	Outdoor Recreation	Other Entertainment	Other Expenditures
Overnight – PAID ROOFED (n=239)								
% spent on	47%	18%	14%	7%	6%	6%	2%	1%
\$ spent on	\$703	\$263	\$209	\$109	\$83	\$83	\$30	\$13
Overall²								
% spent on	38%	21%	15%	9%	7%	7%	2%	1%
\$ spent on	\$494	\$268	\$201	\$115	\$95	\$89	\$24	\$17

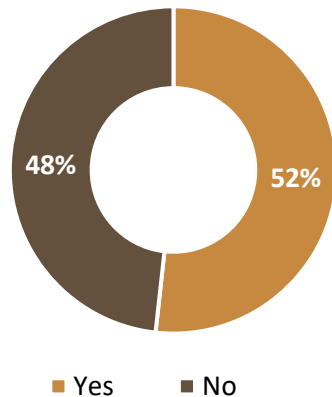
1. The percent of expenditures presented in each category are collected in the follow-up online survey. n = 387, Sample sizes were small for overnight-VFR (15), and overnight-camping (32), therefore data is not reported. The average overall expenditures from the on-site interview were multiplied by the average percentage in each expenditures category to equal the average dollars spent for each category.

2. Includes all overnight and day visitors.

3.5. Awareness, Decision Making and Perceptions

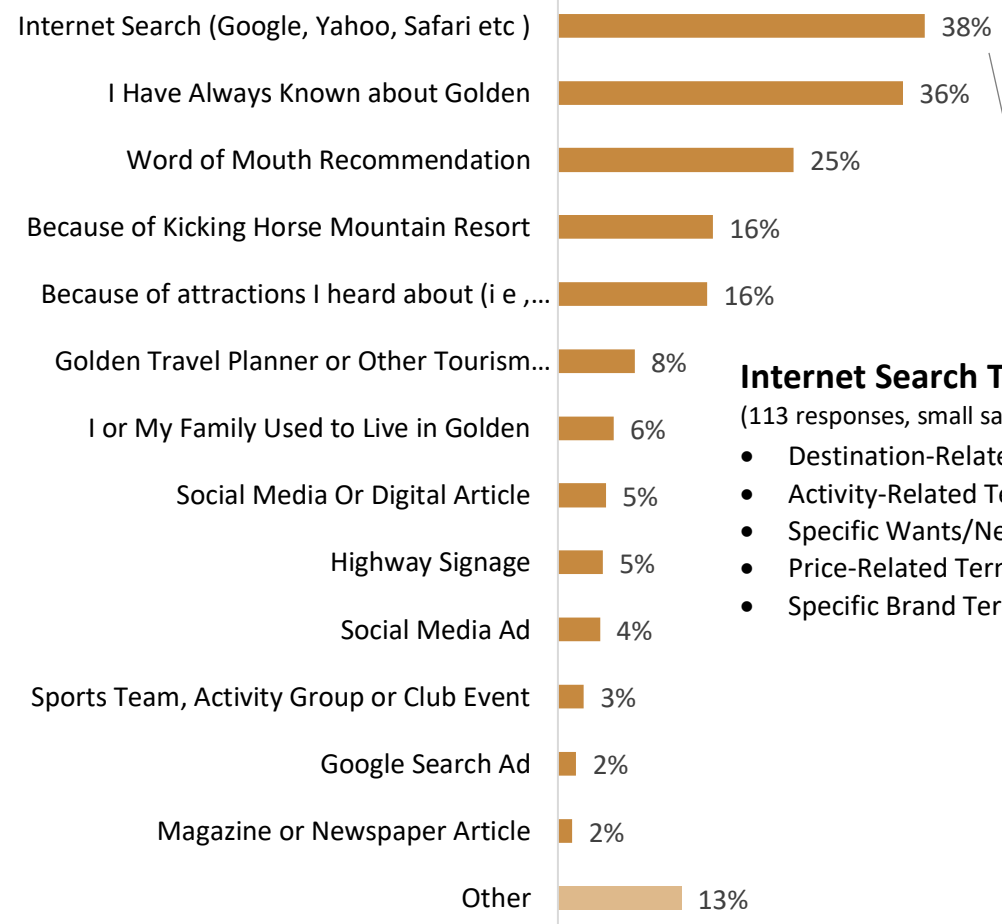
3.5.1. Awareness

Aware of Golden Before Visit?¹
Percentage of First Time Visitors



Q. Were you aware of Golden before planning this visit?
Base: All intercept respondents who noted they were on their first trip to Golden, n=1,493.

How Did You Originally Find Out About Golden?²
Percentage of Visitors^{FU}



Internet Search Terms Used:

(113 responses, small sample sizes exist)

- Destination-Related Terms (72%)
- Activity-Related Terms (62%)
- Specific Wants/Needs (38%)
- Price-Related Terms (15%)
- Specific Brand Terms (6%)

Q. Which of the following sources did you use to find out about Golden?

Base: All visitors in the follow up sample, n=299.

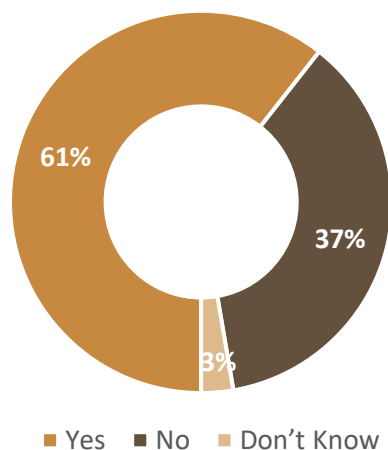
1. This question was only asked of people that had not been to Golden on previous trips.
2. Other include, visit family/friends, past visits, planned a wedding, Facebook group about the area, Google Maps, rafting, AirBnB/ VRBO Map search, Northern Lights Wolf Sanctuary, rogers pass skiing, Along the TransCanada, on the way travelling west, hotel/hostel, proximity to National Parks.

3.5.2. Decision Factors

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

Consider Other Destinations?

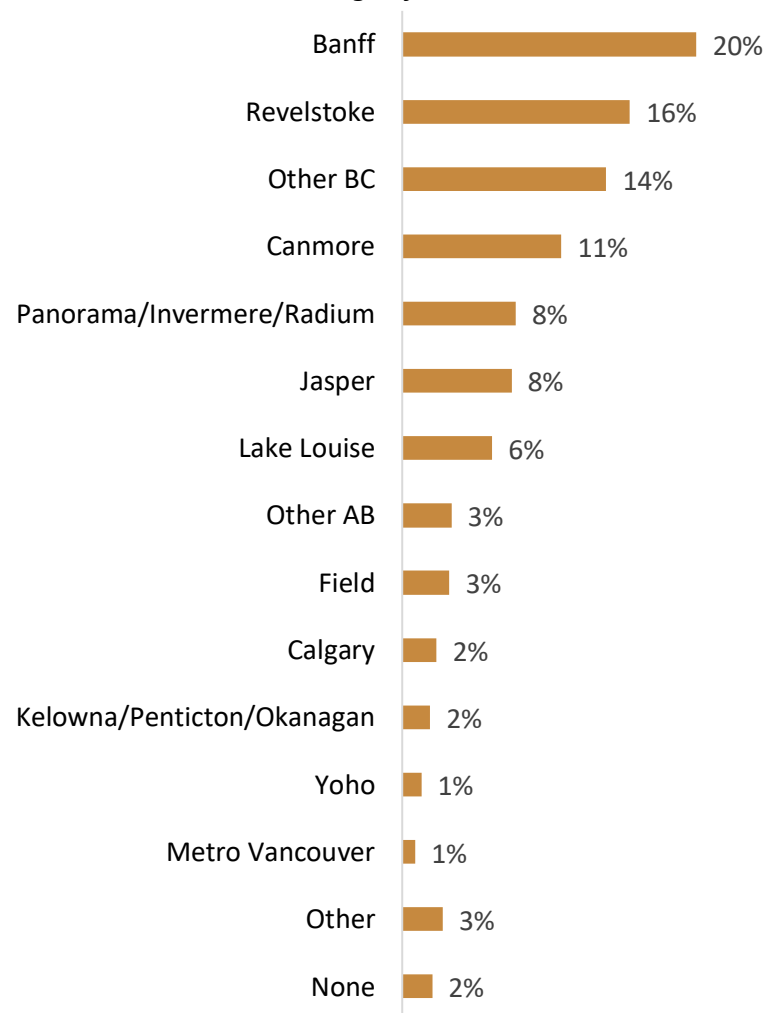
Percentage of Visitors^{FU}



Q. When planning your trip, did you and/or your travel party consider staying in destinations other than Golden?
Base: All visitors in the follow up sample, n=628.

Other Destinations Considered¹

Percentage of Visitors^{FU}

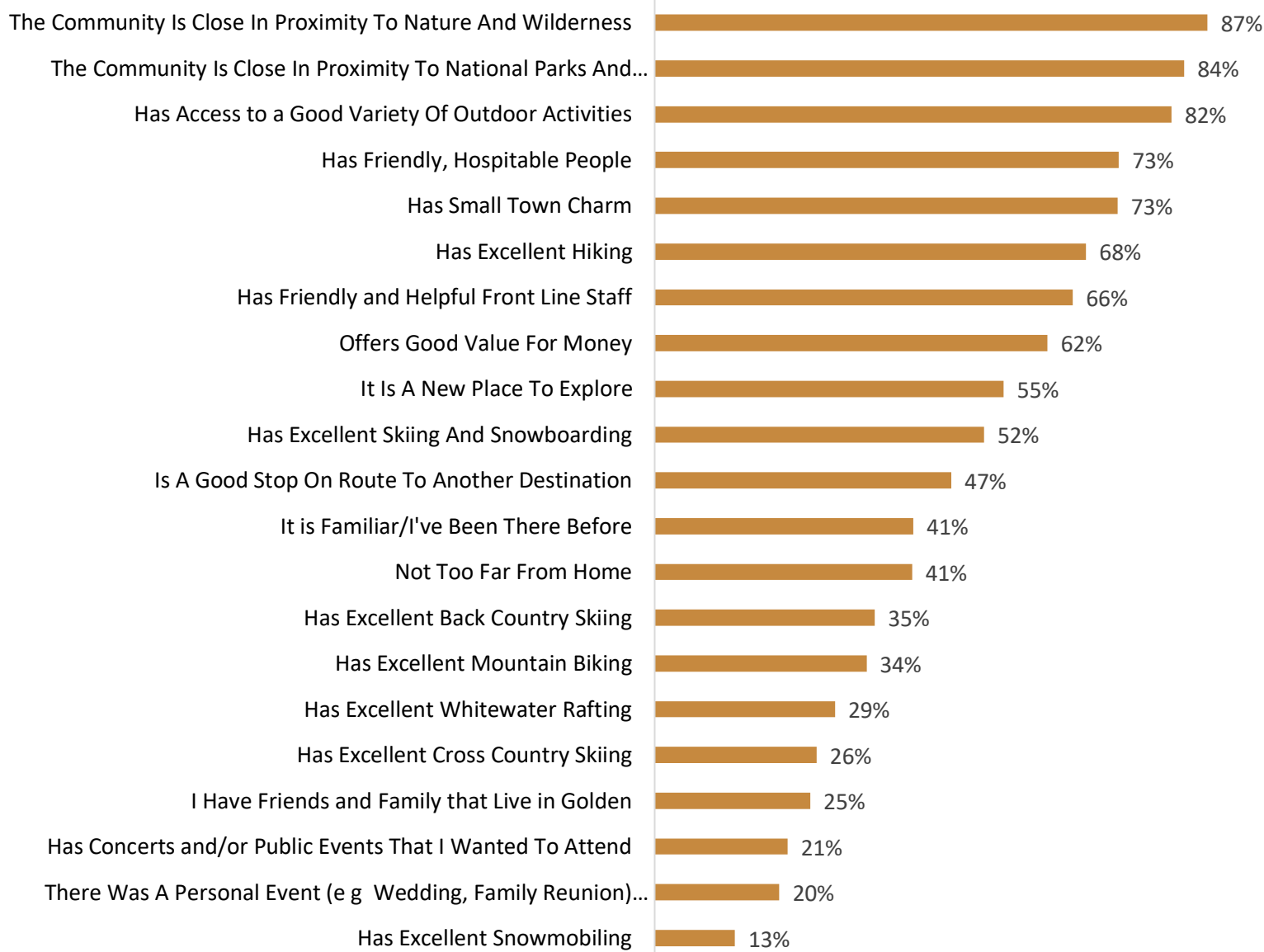


Q. What other destinations did you/your travel party consider?
Base: All visitors in the follow up sample who considered other destinations, n=680.

1. Visitors could respond with more than one response therefore the percentages add up to more than 100%. 124 visitors suggested 680 other destinations.
2. Small sample sizes exist.

How Important Was Each Factor In Deciding To Visit Golden?

Percentage of Visitors^{FU}



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

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

Base: All visitors in the follow up sample, n=74-274.

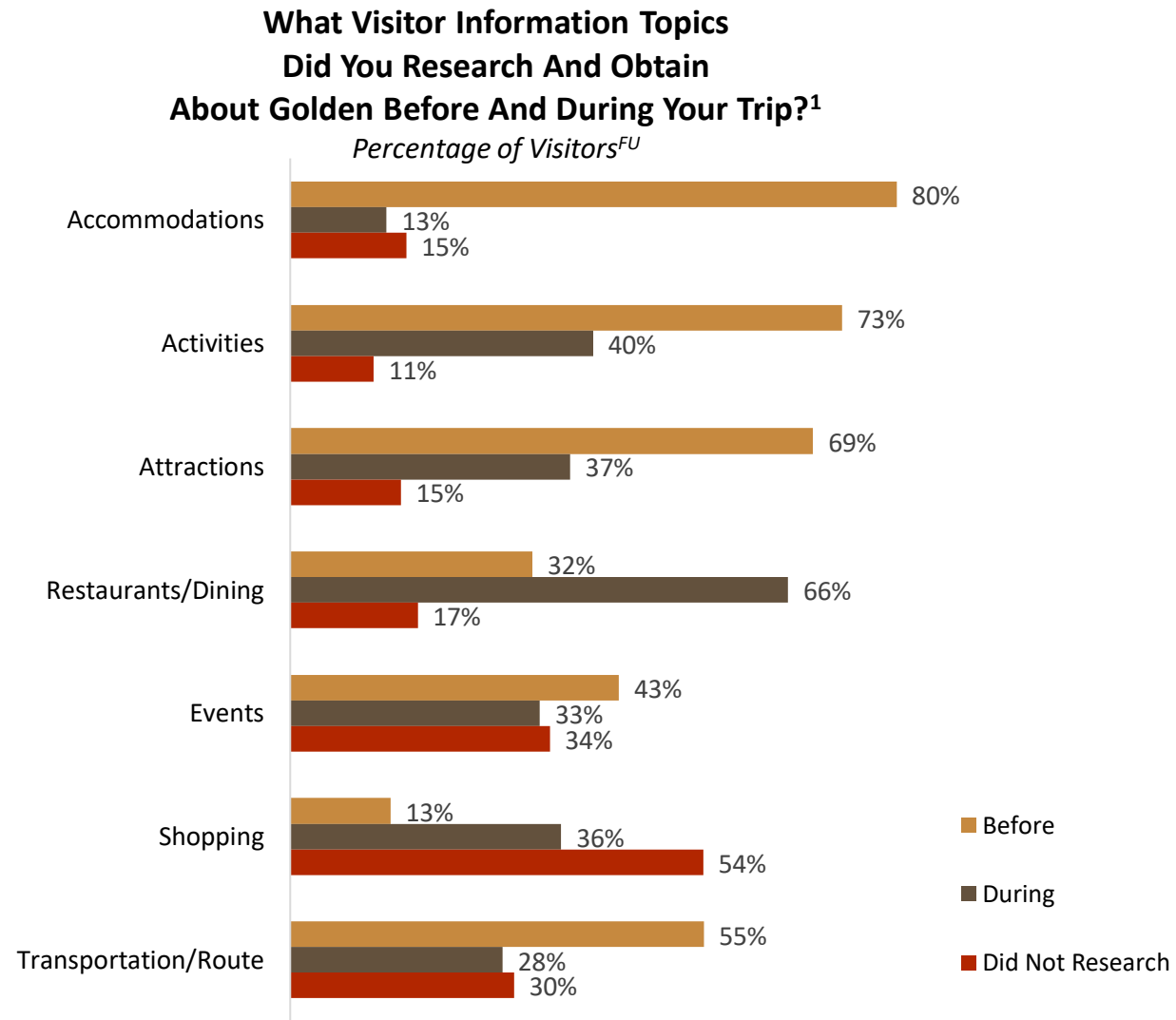
3.5.3. Perceptions

What Are Three Words You Would Use to Describe Golden? <i>FU</i>		
Groups of Topic Words	Percentage of Responses ¹	Topic Word Examples
Beautiful/Scenery/Landscape	20%	<i>Breathtaking, Scenic, Spectacular, Picturesque</i>
Small/Quite/Quaint/Relaxing/Community/Comfortable	20%	<i>Small town, quiet, quaint, calm, relaxing, charming</i>
Awesome/Good/Fantastic	8%	<i>Lovely, fun, awesome, fantastic, wholesome</i>
Outdoorsy/Adventure/Recreation	7%	<i>Outdoorsy, outdoor lifestyle, active, adventure, explorative,</i>
Friendly People	7%	<i>Friendly, welcoming</i>
Nature/Natural	6%	<i>Nature at its best, natural beauty, nature's paradise, wilderness</i>
Location/Accessible	5%	<i>Convenient, Great for travel stop, well located</i>
Mountains	5%	<i>Mountain town, mountainous, surrounded by mountains</i>
Other	4%	<i>Growing, potential, rugged, hardworking, touristy</i>
Negative Comments (General)	3%	<i>Bad hotels, traffic, shopping, accessibility, boring, unappealing</i>
Original/Authentic/Unique	2%	<i>A jewel in the Rockies, A diamond in the rough, hidden gem, vibrant, surprising</i>

1. All visitors in the follow up sample. 471 visitors suggested 1,227 words. Totals do not add to 100% because visitors could have suggested multiple words. Only responses with 2% or more are displayed.

3.6. Visitor Information Services

3.6.1. Visitor Information

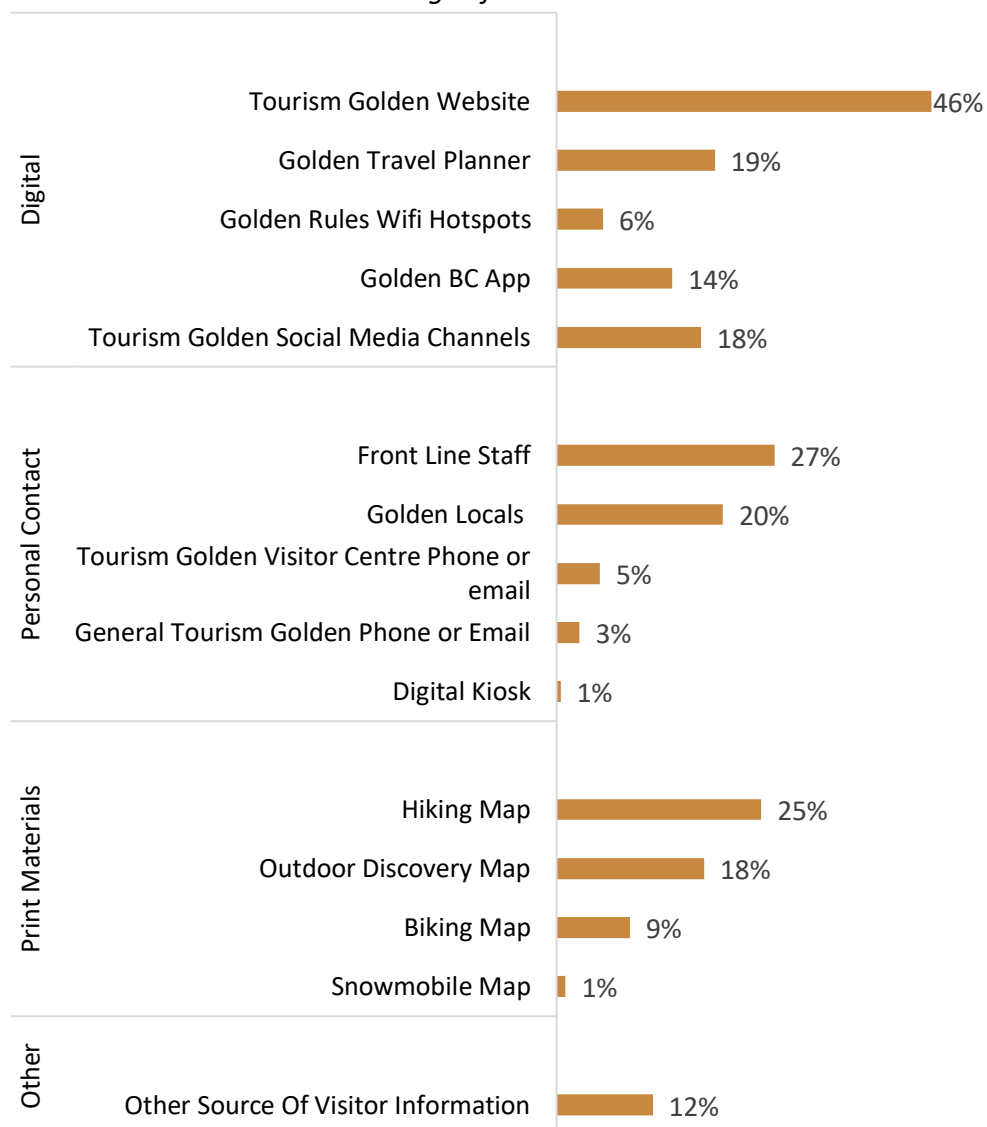


Base: All Visitor Follow Up respondents, n=267-268.

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

Services Used to Obtain Visitor Information¹

Percentage of Visitors^{FU}



Other Services/Sources Used to Obtain Visitor Information:

(55 responses)

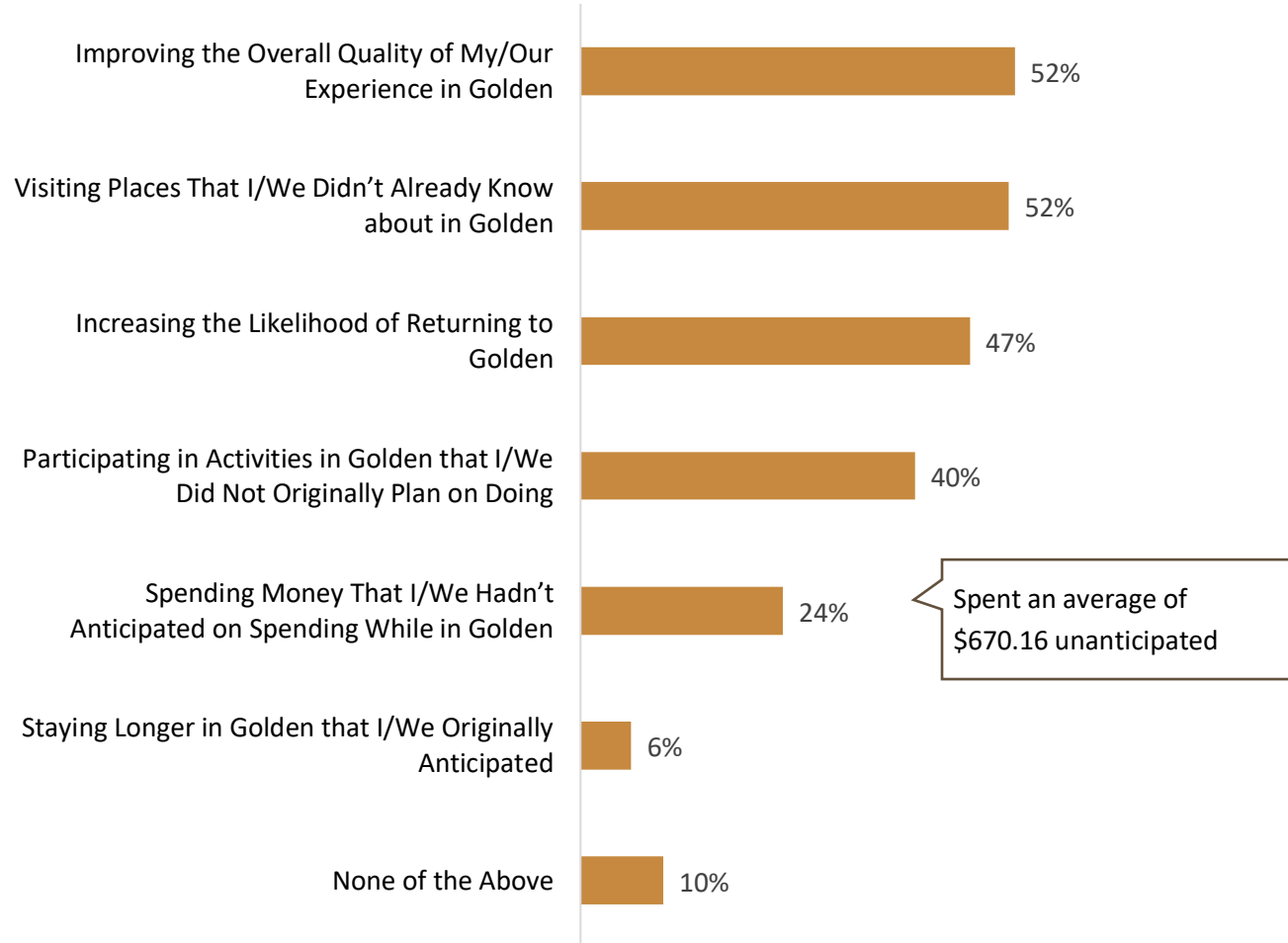
- All Trails App
- Google/Google Maps/Trip Advisor/ Internet search
- goldenhikes.ca
- Instagram posts
- Vacation planning websites/ Expedia/blogs
- Info from Brochures at Tourist Centres/Various locations
- Golden Visitor Information Centre
- Word of Mouth/Friends/Family/Locals
- Trailforks
- Kicking Horse Map
- The 'Golden Rules' magazine

Q. While in Golden, did you use any of the following services to obtain visitor information? Base: All Visitor Follow Up respondents, n=265.

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

Top Box Results - The Visitor Information I Obtained In Golden Resulted Me Or My Travel Party...¹

Percentage of Visitors Responding 4 or 5 on Agreement Scale^{FU}



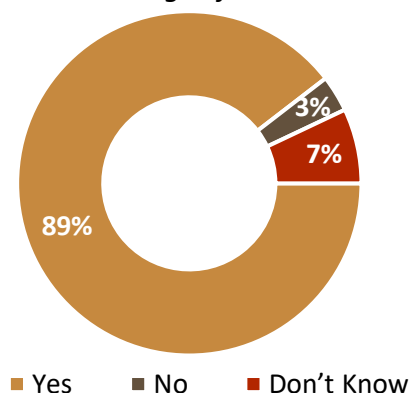
Scale: 1 = Do Not Agree at All to 5 = Strongly Agree

Q. How did that visitor information impact the rest of your time in Golden?

Base: All Visitor Follow Up respondents who used visitor services information, n=208.

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

Percentage of Visitors^{FU}



What Visitors Weren't Able to Find¹

(19 responses)

- Accommodation
- Good rainy-day activities
- Info regarding fly fishing
- Internet Hotspot was not working
- Where to buy Golden merchandise
- Activities
- Age/condition of hotels
- Attractions and price of those
- Current Restaurant info
- Did not find information on closings for Easter
- Local guide
- Winter camping options with a van
- Opening times and weather/path conditions
- Kayak entry and exit points on Columbia
- Hiking conditions

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

Base: All Visitor Follow Up respondents who used visitor services information, n=603.

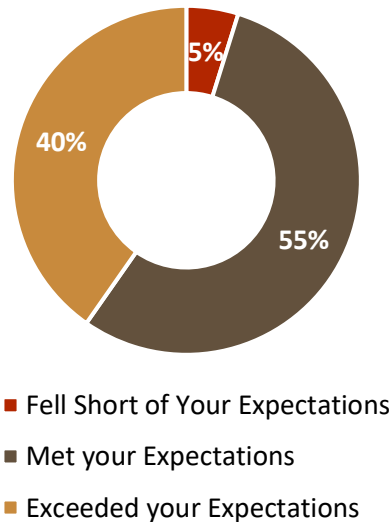
1. Small sample sizes exist, please use caution when interpreting.

3.7. Evaluation of Golden Tourism Experiences

3.7.1. Meeting Expectations

How Did Golden Meet Your Expectations?

Percentage of Visitors



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

Base: All intercept respondents excluding DK/PNA, n=2,265.

Reasons Golden Fell Short/Met/Exceeded Expectations:

Exceeded (485 visitors had 439 reasons)

"Aside from the awesome views the people are very friendly and accommodating. Golden has far more to offer than most people seem to realize."

"Even more beautiful than we imagined. There are so many adventures for our family!"

"Golden Skybridge was an amazing Skybridge with other activities I did like zipline, coaster, etc., fun place to visit."

Met (661 visitors had 533 reasons)

"A great break, nice scenery and lovely people that are helpful."

"Friendly service, amazing trails, grocery stores, restaurant choices."

"Golden is a beautiful area and community. Came several times as a child with my family."

Felt Short (58 visitors had 53 reasons)

"Based on the quality of the marketing materials, I thought there would be more to town. But it was exactly what I needed for the day! Just not many shops in the immediate downtown area like I thought there would be, so I ended up driving on after my errands were done."

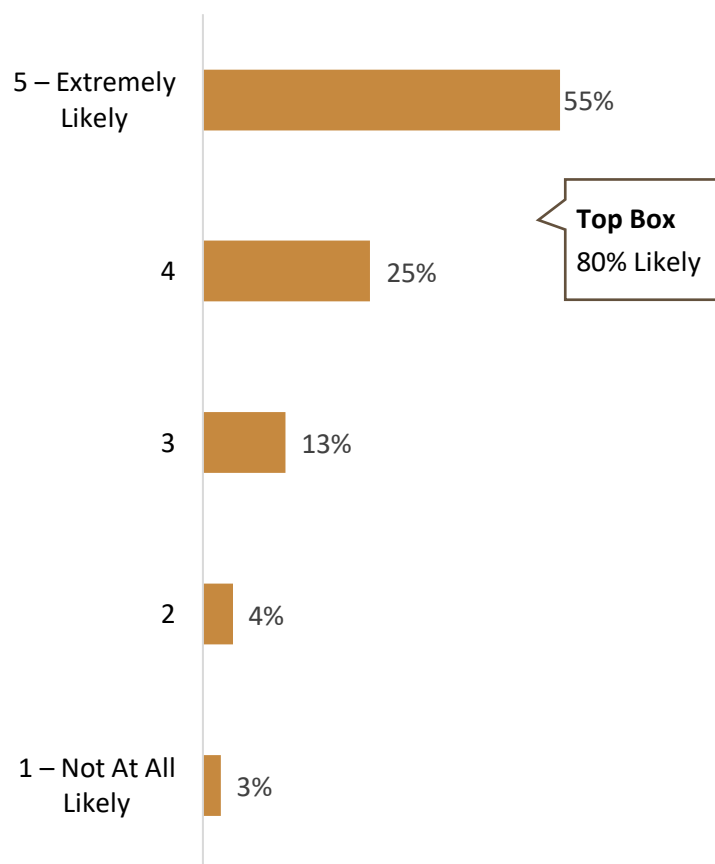
"Lots of buildings are empty and very old looking. Missing flowers, flags, pretty signs!"

"Was hoping for more solo in-town activities. Supposed to keep added kilometres on work vehicles to a minimum. Hotel options are ok but was hoping for more accommodations closer to town and/or more pedestrian access to downtown- walking trails etc."

3.7.2. Likelihood of Return to Golden

**Given Your Experience In
Golden, On A Scale of 1 To 5,
How Likely Are You To Return On
An Overnight Trip To Golden?**

Percentage of Visitors^{FU}



Average Likelihood of Return:

4.2

	Likelihood of Return Segment ^{1,2}	
	Likely	Not Likely/Neutral
Origin		
BC	22%	22%
AB	35%	24%
Other Canada	21%	25%
USA	13%	14%
Overseas	9%	15%
Primary Reason (Top 3)	1. Family Vacation (21%) 2. Visiting National Park(s) (11%) 3. General Relaxation (10%)	1. Break from Driving/Convenient Place to Stop (23%) 2. Family Vacation (18%) 3. Hiking (11%)
Length of Stay		
Day (hours)	15%	29%
Overnight	84%	72%
Average Nights	3.1	2.9

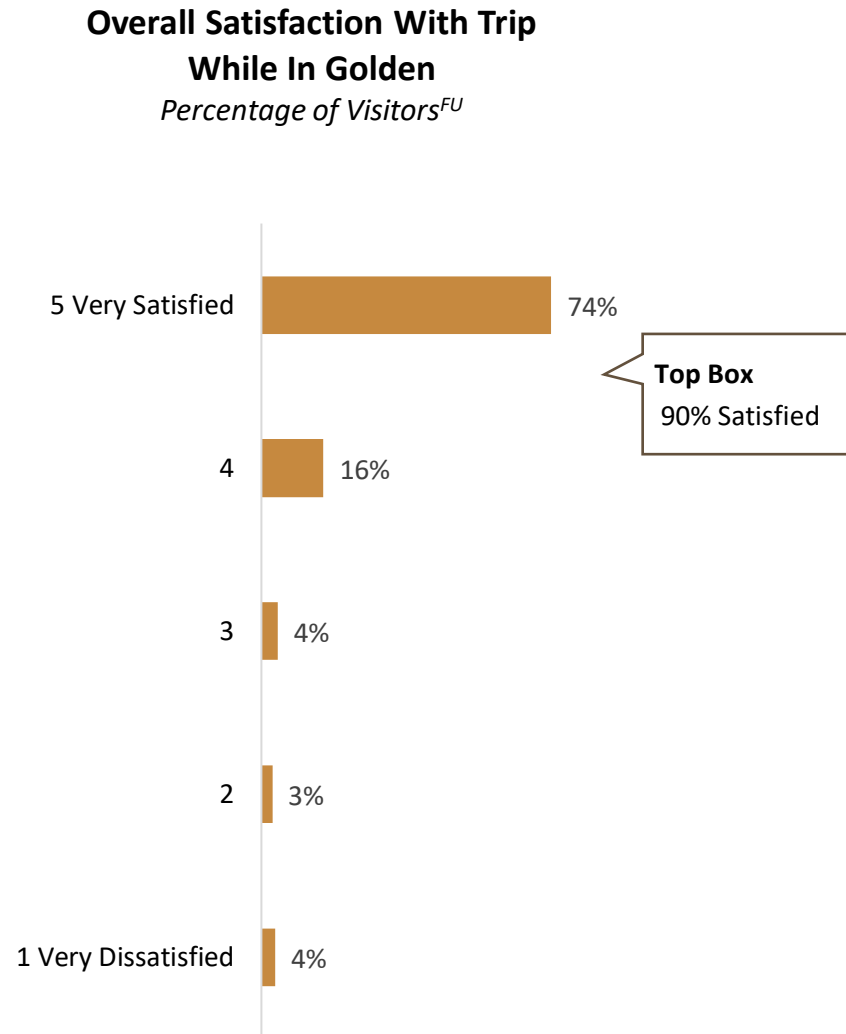
1. Likely are visitors that scored Golden as a '4' or '5' on the likelihood to return scale. Somewhat/Not Likely scored '1', '2' or '3'.

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, 22% of visitors likely to return were from BC, whereas 22% of visitors not likely to return were from BC.

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

Base: All visitors in the follow up sample excluding DK/PNA, n=548. 33

3.7.3. Overall Satisfaction With Trip



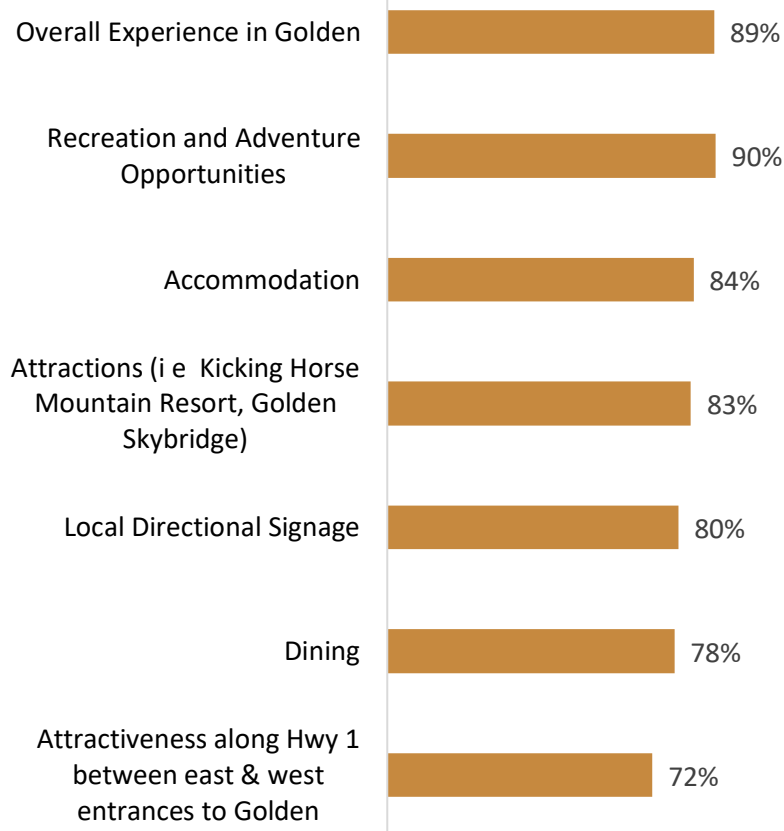
Q. Overall, how satisfied are you with your trip while in Golden?

Base: All visitors in the follow up sample excluding PNA, n=585.

3.7.4. Tourism Experience Components

Please Rate Your Experience of Each Component of Your Visit to Golden^{FU}

Top Box Responses - Percentage of Visitors Responding 4 or 5



Scale: 1 = Very Poor and 5 = Excellent

Component	Average Rating		
	2024-25	2023	2019
Overall Experience in Golden	4.4	4.5	4.6
Recreation and Adventure Opportunities	4.5	4.6	4.6
Accommodation	4.3	4.3	4.4
Attractions (ie Kicking Horse Mountain Resort, Golden Skybridge)	4.3	4.4	N/A
Local Directional Signage	4.2	4.1	N/A
Dining	4.1	4.1	4.1
Attractiveness along Hwy 1 between east & west entrances to Golden	4.0	4.0	N/A

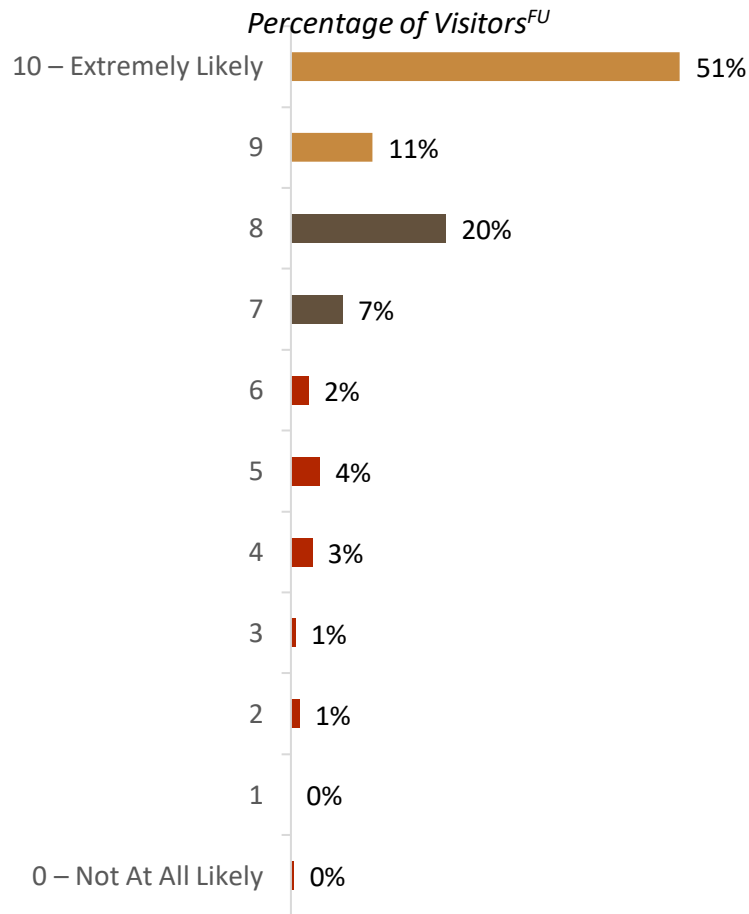
Q. On a scale of 1 to 5, where 1 is 'very poor' and 5 is 'excellent', please rate your experience of each component of your visit to Golden.

Base: All visitors in the follow up sample excluding PNA/NA, n=450-576.

1. Very small sample size exist for Shuttle service between Golden and Kicking Horse Mountain Resort (n=3) therefore it was excluded from the analysis.

3.7.5. Net Promoter Score (NPS)

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



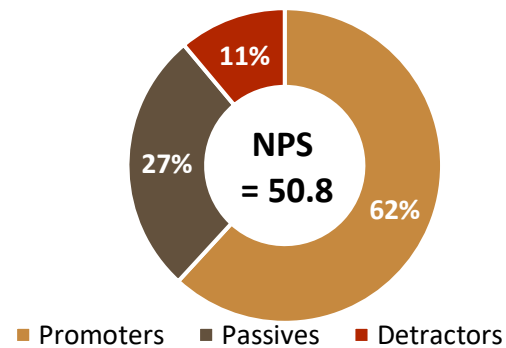
Scale: 0 = Not Likely At All and 10 = Extremely Likely

Q. 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?

Base: All visitors in the follow up sample excluding DK, n=248.

Golden's Overall Net Promoter Score

Percentage of Visitors^{FU}



NPS By Market:

BC = 33.3
 Alberta = 43.6
 Other Canada = 64.9
 USA = 76.9
 Overseas = 76.2

	NPS Segment ¹	
	Promoters	Passives and Detractors
Origin		
BC	16%	29%
Alberta	41%	48%
Other Canada	26%	15%
USA	14%	7%
Overseas	4%	2%
Primary Reason (Top 3)	1. Family Vacation (22%) 2. General Relaxation (14%) 3. Hiking (16%)	1. Family Vacation (21%) 2. General Relaxation (14%) 3. Resort Skiing/Snowboarding at KHMR (12%)
Length of Stay		
Day (Hours)	7%	13%
Overnight	93%	88%
Average Nights	4.1	3.3

1. This table is read as origin, primary reason and length of stay as a percent of promoters or passives/detractors visitors. For example, 41% of promoters were from Alberta, whereas 48% of passives/detractors were from Alberta.

What about your trip to Golden led to your {NPS RATING} out of 10 (Extremely Likely) response? (248 visitors had 201 comments)

Promoters

It was gorgeous, more affordable, and a lovely community. If I was going back to the Canadian Rockies, I would stay here unless I planned to camp.

Beautiful town, always love coming back to it

Lots of family friendly activities. Enjoyed restaurants while eating with family. A new spot to explore. Different experiences that were new to many in our group. Beautiful scenery

We get to see our daughter. We get to spend lots of time outdoors. it is not as crowded as Banff or Canmore. We would love to spend a month or so in Golden every summer, but it is a bit expensive to do so

We had a wonderful trip!

Small town and not very busy Nature at your fingertips

It's very beautiful no matter what way we look. The restaurants are phenomenal! The beer and Brewery was Great! Lovely stores. Great adventures especially the white water rafting!

Good ski, hike and bike location. Good central location for other towns in the area (eg Revelstoke, Banff). General proximity to nature. Friendly locals, service staff etc. Good food options

I absolutely love Golden for its breathtaking scenery, endless outdoor adventures, and the peaceful, small-town vibe. The hikes, wildlife, and stunning views of the Rockies always leave me in awe. Every visit feels like a perfect escape!

I like the town, and at the same time since we only stayed for 2 nights we were not able to explore the whole town. Just some of the researched areas like the Golden skybridge, the downtown and out hotel

Love the smaller town feel of the location, great food and kind hospitality. The hotel was fantastic and there was so much to see even with attractions being closed for the season

Good base to explore elsewhere such as Revelstoke, Radium, Lake Louise, Banff, Icefields parkway. Not enough advertising for this in my opinion

We have young adult children and we have already told them that Golden is a must do for their next summer adventures. We've also posted photos on social media and when asked, we highly rec Golden as a must stay location.

I would recommend it to active outdoorsy friends and people that like small towns.

Accommodations were amazing, golf course was a lot of fun with friendly people, where we did eat was good. Very beautiful scenery.

Mountain views, closeness to wonderful national parks. A range of accommodations to fit everybody's budget.

Beautiful setting between parks, less crowded, small town feel, great amenities

Variety of possibilities for visiting several parks and attractions (good location)

Not overrun with tourists like Banff and Canmore. The biking and hiking is insane!

Quiet place to stay and still see surrounding attractions

We had a delightful time. We were able to do lots of activities and still get down time to sit and enjoy the view.

We plan to return to visit Golden again. It's close proximity to many National Parks make it an attractive destination and more affordable stay.

Detractors

There are not enough hotels and accommodation places. Others like Kicking horse are priced irrationally and absolutely not worth the money. The staff at the adventure is rude even to kids. I don't think I should be considering Golden as a destination except for a night stay over or something.

I would hate to tell people to go to Golden as BCV has had so many forest fires recently. I would not want anyone to go and then have to evacuate.

Expensive lack of options and lots of rude looking locals

It was extremely expensive and not many friendly people. Staff was incredibly friendly though.

Centrally located if you want to visit Yoho, Glacier and Columbia Wetlands. However, it is a notable drive to some of these parks which brings down my overall rating.

Lots of trips on the list. Golden didn't stand out for a return trip, everything there's is to do can be done within a weekend, not enough to entertain returning

I couldn't figure out what to do other than go to the mountain

Sorry, it's shoulder season. Mnt biking is closed. Ski hill not open. And the town should support the hockey team

Great time but rained all the time

There was not much open or available to do during the time that we went.

We were there for a wedding at Kicking horse resort, it was cancelled due to closure for fire precaution

Passives

Nature and small town feeling.

Small town vibes

The attractions (Kicking horse mountains, Boo, Golden skybridge), national parks, Canyons, Lake, Mountains...

The Skybridge was a very good experience that took up most of the day so I would recommend that as well

Was just a very enjoyable trip overall with amazing surroundings and was great for everyone who went.

We really enjoyed the whole area. The small town vibe, and access to world class outdoor activities. Kicking horse was an incredible venue for the wedding we went to. We really enjoyed ourselves!

I had so much fun in Golden - there are a lot of activities that I got to try for the first time and there's definitely more that I'd like to try if I had the time and budget. I also wish there are more accommodation options available near the town that's not an Inn or a Hostel. A cabin or spa resort would be great! I'd like to go back and stay in a closer accommodation from the town so I'm not worried on driving back so late after a busy day of activities.

Good times, not as busy as the Bow Valley, just a bit lacking in services (very small supermarket/hardware store, limited hours.)

It's beautiful and had everything we needed along with beautiful scenery, it only doesn't get higher because I don't like driving the highway there, in the winter especially.

Very nice place but didn't experience much so not a lot to recommend not because there isn't anything to do but I didn't experience them

It's quite far, but it is a great middle spot to be to explore around

The driving route, the place itself, Emerald Lake, food and the company I was with made it extremely pleasant.

We had a wonderful weekend getaway. We were able to go to the national parks close by. Waking up to mountains is great. However, I would only recommend this trip to my friends that like the outdoors.

I loved Golden and tell everyone about it. I'm not sure it's everyone cup of tea, some people need a bit more to do.

Mountains and its not Banff levels of touristy. Authentic.

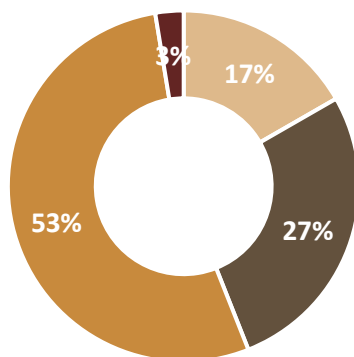
The attractions and beauty and friendliness. Affordability of hotels is the main reason I know some people won't go there. It feels like golden hotels take advantage of the location and drive up the price because they know they'll be busy no matter what they charge. I love in Alberta and anytime the name Golden comes up, everyone knows the hotels are extremely pricey. It's known for that here. They could still do an amazing business without going so so so crazy on prices. (Same with gas prices) I love Golden and we truly wish we could have stayed for a week to take advantage of your beautiful spot.

It is a nice looking town, good value for money.

3.7.6. 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}



- Yes
- No
- Don't Know/Not Sure
- Prefer Not to Answer

Recommended New/Expanded Products, Services or Experiences¹

(51 visitors made 97 suggestions)

- "More healthcare options"
- "Business stay open later or open Mondays please"
- "Have a well-stocked souvenir shop that is accessible to everyone. Branded hoodies and crews are in high demand for teenagers and were impossible to find"
- "Some more information on accessible trails"
- "More low budget things to do"
- "More options for affordable places to stay"
- "Person in visitor center with more info to share"
- "Guided hikes"
- "Visitor's Centre open daily"
- "More indoor and public recreation for families during extreme weather"
- "More promotion of downtown shops and restaurants and activities"
- "Pet friendly accommodations or boarding kennels"
- "Better dining experience or more choice"
- "Better hours of Kicking Horse resorts restaurants during biking season"

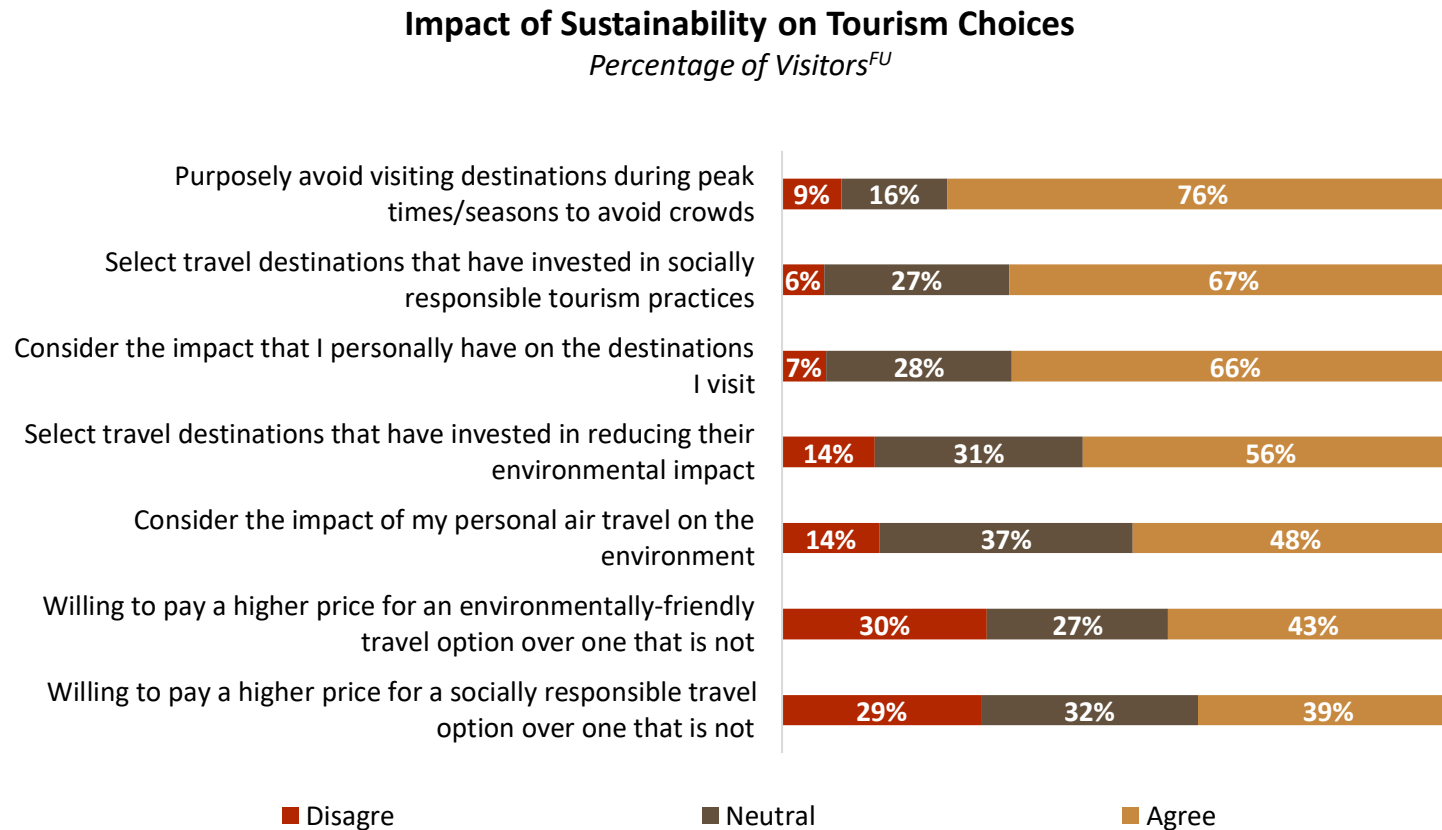
Q. Are there any new or expanded products, services or experiences that would enhance your visit to Golden?

Base: All visitors in the follow up sample, n=584.

1. Most suggestions are for more food options/better quality restaurants, bars and clubs, affordable accommodation, more activities open year-round, better access, more community events, spas and local shops. Due to space, only 14 suggestions are shown in this page.

3.8. Sustainability in Tourism Experiences

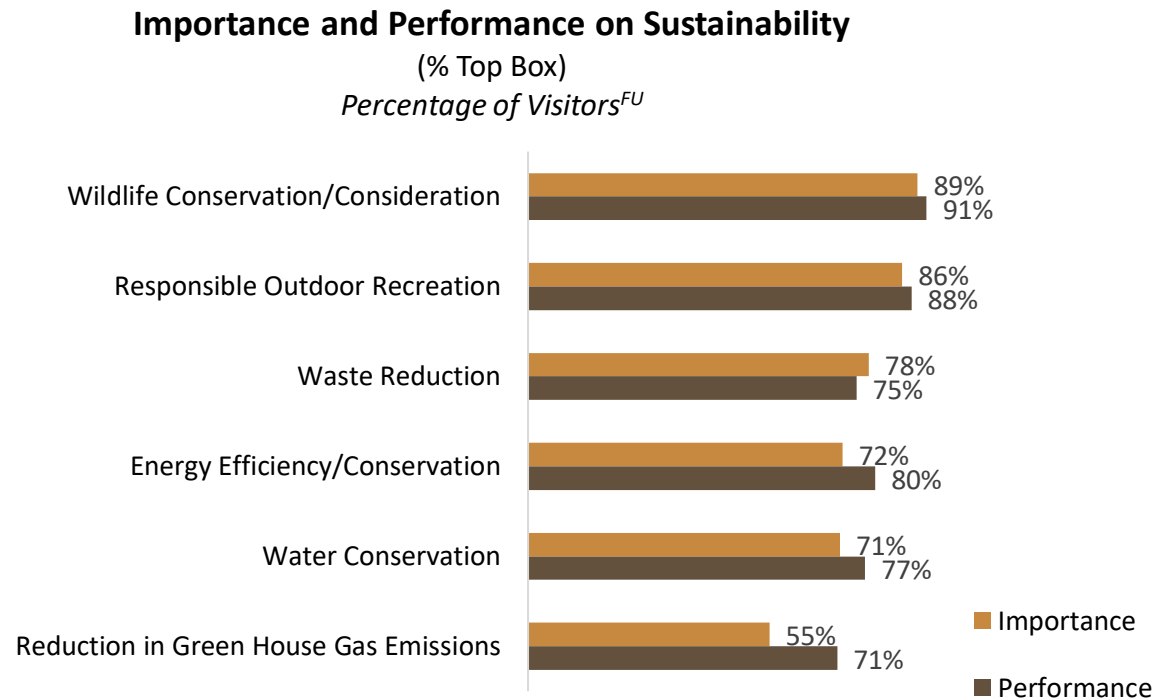
3.8.1. Impact of Sustainability on Tourism Choices



Q. Please indicate your level of agreement with each of the following statements ...

Base: All visitors in the follow up sample excluding PNA, n=232-247.

3.8.2. Importance and Performance of Environmental Efforts on Sustainability

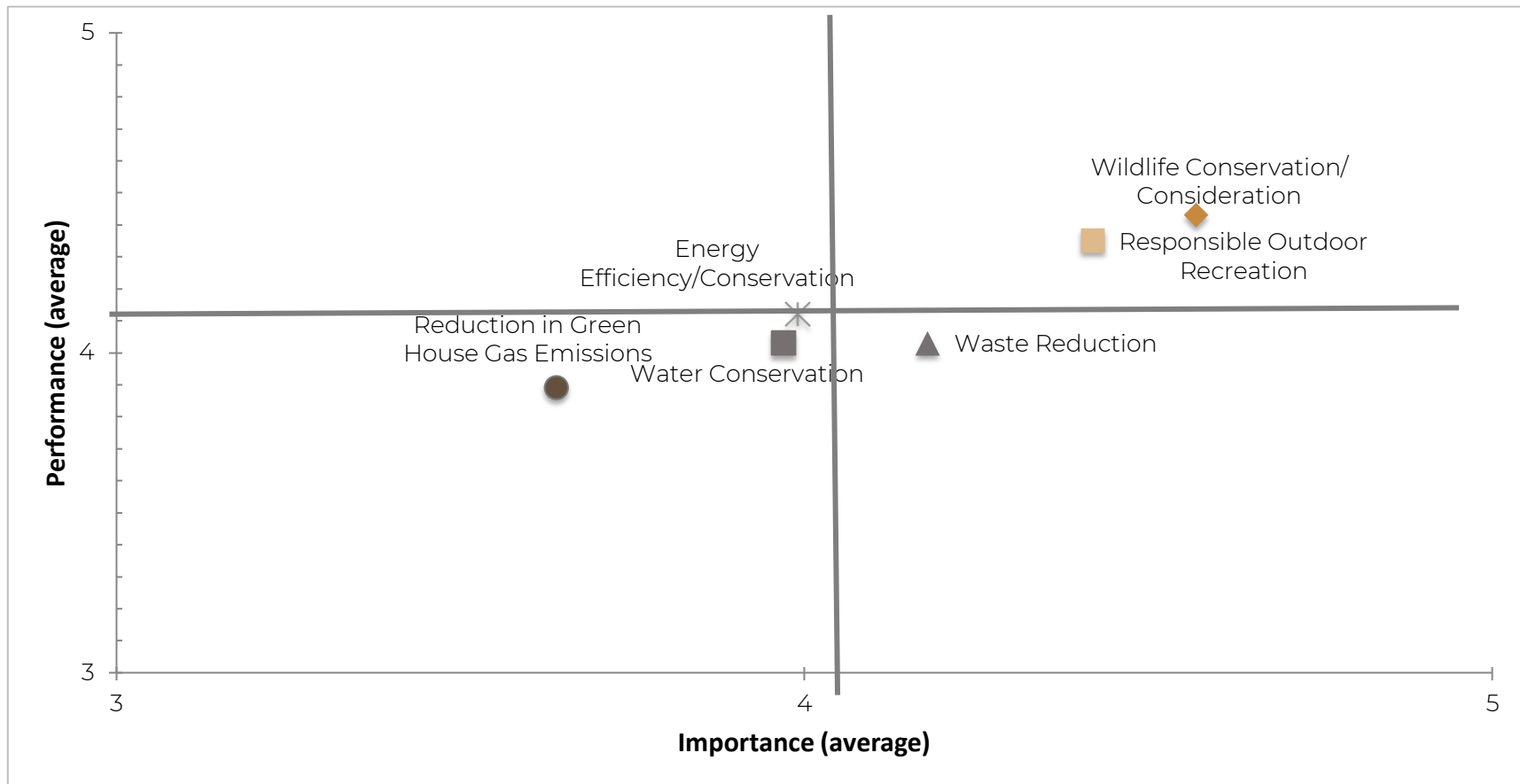


Q. How important are each of the following environmental efforts to you when in a travel destination?

Base: All visitors in the follow up sample excluding DK/PNA, n=235-240.

Q. Based on your experience while on your trip, how would you rate the performance of Golden on the following?

Base: All visitors in the follow up sample excluding DK/PNA, n=134-193.



Q. How important are each of the following environmental efforts to you when in a travel destination?

Base: All visitors in the follow up sample excluding DK/PNA, n=235-240.

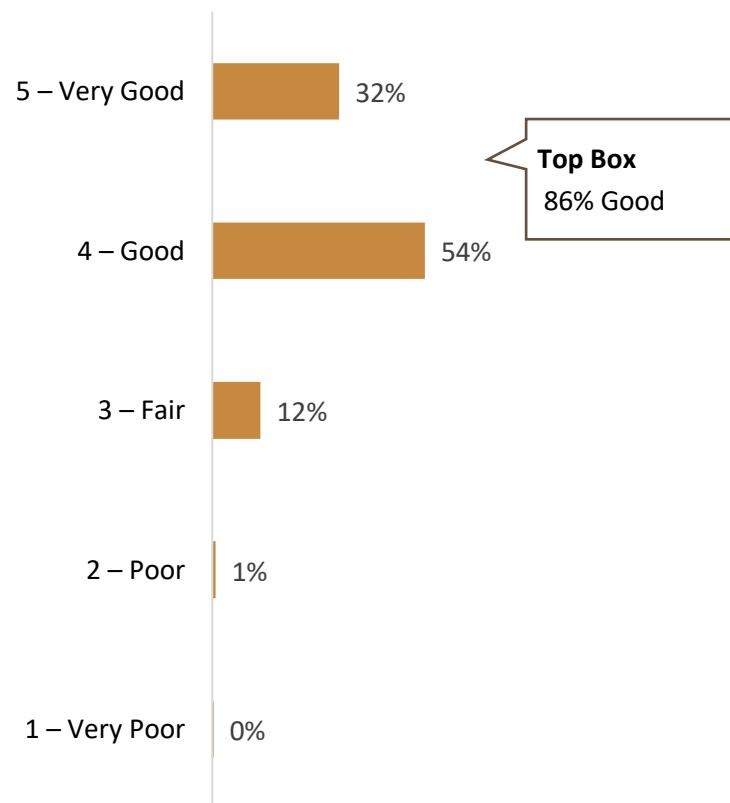
Q. Based on your experience while on your trip, how would you rate the performance of Golden on the following?

Base: All visitors in the follow up sample excluding DK/PNA, n=134-193.

3.8.3. Golden's Overall Rating as a Sustainable Destination

Overall Rating of Golden as a Sustainable Destination

Percentage of Visitors^{FU}



Q. Overall, how would you rate Golden as a sustainable destination?

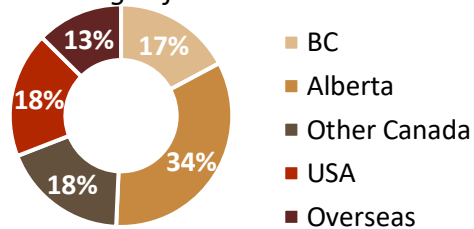
Base: All visitors in the follow up sample excluding DK/PNA, n=413.

3.9. Seasonal Highlights

GOLDEN – SPRING SEASON 2024-25 SUMMARY

Spring Market Origin

Percentage of Visitors



Top Provinces (outside BC & AB)

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

Top 3 USA States

1. Texas
2. Washington
3. California

Top Overseas Regions

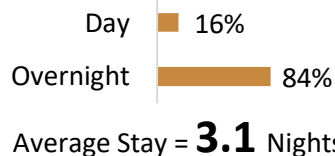
1. United Kingdom
2. Australia
3. Germany



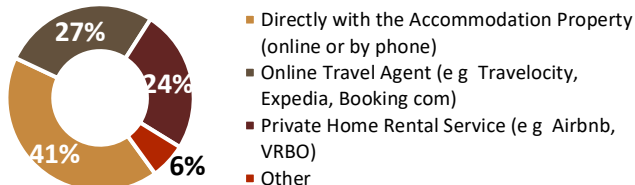
\$1,317 =

average visitor party expenditure in Golden

Length of Stay



Accommodations Booking



79% Stayed at Paid Roofed Accommodation

77% Pre-Booked Accommodation

Visitors



64% female



33% male

3.1 people in each visitor party

2.5 adults

0.6 children (< 16)

25% were between ages of 19-34

42% were between ages of 35-54

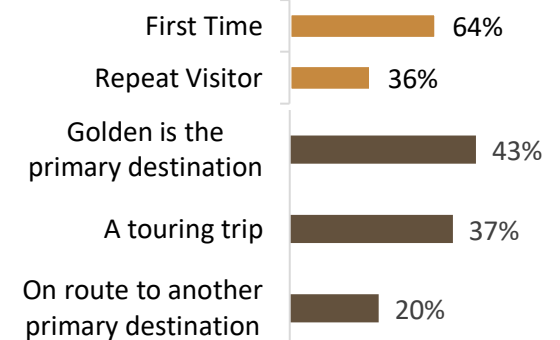
52% had HH income of \$100,000+

Top 5 Reasons for Visiting Golden

1. Family Vacation (28%)
2. Visiting National Park(s) (12%)
3. General Relaxation (11%)
4. Break from Driving/Convenient Place to Stop (10%)
5. Sightseeing/Nature/Wildlife (9%)

49% of first-time visitors were aware of Golden before visiting

Type of Trip



61% Considered Other Summer Destinations

Like:

- Banff
- Other BC
- Revelstoke
- Canmore
- Panorama/Invermere/Radium

Top 5 Places Visited in Golden

1. Restaurant
2. Gas Station
3. Golden Skybridge
4. Grocery Store
5. National Park- Banff, Lake Louise

Experience Evaluation



90% Rated Their Overall Golden Experience as Very Good/Excellent

Likelihood to Recommend: **74%**

Net Promoter Score (NPS)*: **63.3**

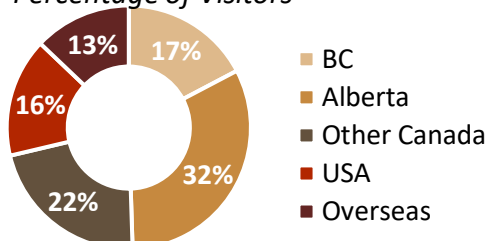
Likelihood of Return to Golden: **87%**

**NPS for those visitors where Golden is their primary destination.*

GOLDEN – SUMMER SEASON 2024 SUMMARY

Summer Market Origin

Percentage of Visitors



Top Provinces (outside BC & AB)

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

Top 3 USA States

1. Texas
2. Colorado
3. California/Illinois

Top Overseas Regions

1. United Kingdom
2. Germany
3. Australia

Length of Stay



\$1,212 =

average visitor
party expenditure
in Golden

Day

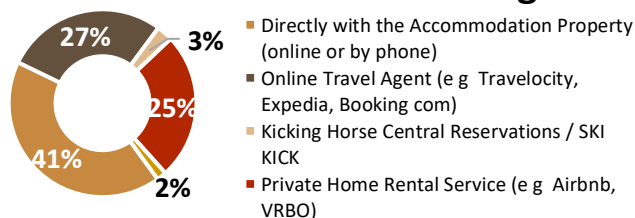
19%

Overnight

81%

Average Stay = **2.9** Nights

Accommodations Booking



74% Stayed at Paid Roofed Accommodation

77% Pre-Booked Accommodation

Visitors



65% female



33% male

3.2 people in each visitor party

2.6 adults

0.6 children (< 16)

28% were between ages of 19-34

45% were between ages of 35-54

46% had HH income of \$100,000+

Top 5 Reasons for Visiting Golden

1. Family Vacation (28%)
2. Break from Driving/Convenient Place to Stop (12%)
3. Visiting National Park(s) (11%)
4. Sightseeing/Nature/Wildlife (9%)
5. Hiking (9%)

52% of first-time visitors were aware of Golden before visiting

Type of Trip

First Time 65%

Repeat Visitor 35%

A touring trip 37%

Golden is the primary destination 38%

On route to another primary destination 25%

62% Considered Other Summer Destinations

Like:

- Banff
- Revelstoke
- Other BC
- Canmore
- Jasper/ Panorama/Invermere/Radium

Top 5 Places Visited in Golden

1. Restaurant
2. Gas Station
3. Golden Skybridge
4. Grocery Store
5. National Park - YOHO

Experience Evaluation

90% Rated Their Overall Golden Experience as Very Good/Excellent

Likelihood to Recommend: **61%**

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

Likelihood of Return to Golden: **73%**

*NPS for those visitors where Golden is their primary destination.

Summer Visitors	2024	2023	2019	2017	2024/2023 % Change	Directional Change ³
Primary Market						
BC	17%	23%	14%	19%	-27%	↓
Alberta	32%	36%	36%	30%	-12%	↓
Other Canada	22%	20%	16%	15%	+10%	↑
USA	16%	12%	12%	12%	+33%	↑
Overseas	13%	9%	22%	24%	+44%	↑
Gender						
Female	65%	58%	60%	53%	+12%	↑
Male	33%	41%	40%	47%	-20%	↓
Length of Stay						
Day Visitors	19%	18%	16%	23%	+6%	↑
Overnight Visitors	81%	82%	84%	77%	-1%	=
Average Nights in Golden	2.9	2.6	2.5	2.8	+11%	↑
Aware of Golden Before First Visit¹	52%	59%	40%	48%	-12%	↓
Type of Trip						
Percent Choosing Golden as Primary Destination	37%	44%	31%	27%	-16%	↓
First Time Visitors	65%	56%	54%	55%	+16%	↑
Repeat Visitors	35%	44%	46%	45%	-21%	↓
Considered Other Destinations	62%	71%	61%	44%	-13%	↓
Visitor Party Expenditures While in Golden	\$1,212	\$1,253	\$606	\$596	-3%	=
Accommodation						
Stayed at Paid Roofed Accommodation	74%	77%	72%	65%	-4%	=
Pre-Booked Accommodation	77%	81%	82%	76%	-5%	↓
Booked with Private Home Rental (e.g. Airbnb)	25%	20%	12%	15%	+25%	↑
Experience Evaluation						
Overall Excellent/Very Good Experience Rating ²	90%	91%	93%	87%	-1%	=
High Likelihood of Return Trip to Golden ²	73%	83%	83%	72%	-12%	↓
High Likelihood of Recommending Golden ²	61%	63%	61%	49%	-3%	=
Satisfied with Trip in Golden ²	86%	88%	--	--	-2%	=
NPS ⁴	50.3	48.9	51.3	31.8	+1.4 pts	↑

1. Of First Time Visitors.

2. Top Box Responses.

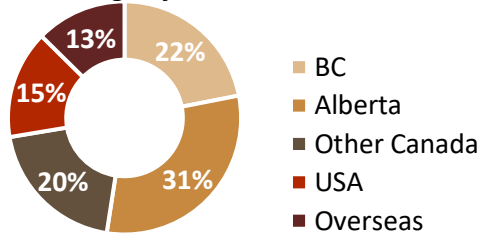
3. Values within +5% were marked as no change.

4. Tourism Golden now analyzes NPS for only those visitors where Golden is their primary destination

GOLDEN – FALL SEASON 2024 SUMMARY

Fall Market Origin

Percentage of Visitors



Top Provinces (outside BC & AB)

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

Top 3 USA States

1. Florida
2. California
3. Georgia/Minnesota

Top Overseas Regions

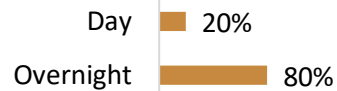
1. United Kingdom
2. Australia
3. Germany/ New Zealand



\$1,166=

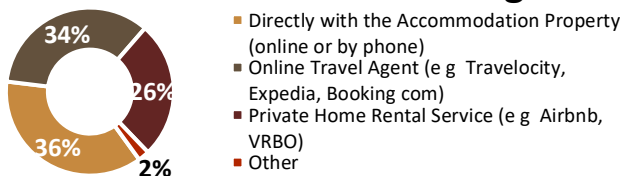
average visitor
party expenditure
in Golden

Length of Stay



Average Stay = **2.8** Nights

Accommodations Booking



89% Stayed at Paid Roofed Accommodation

79% Pre-Booked Accommodation

Visitors



61% female

37% male

2.8 people in each visitor party

2.5 adults

0.4 children (< 16)

30% were between ages of 19-34

41% were between ages of 35-54

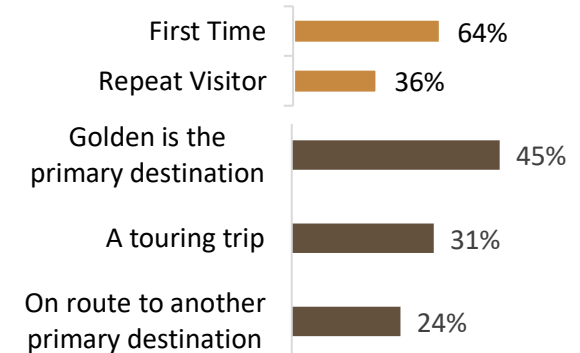
49% had HH income of \$100,000+

Top 5 Reasons for Visiting Golden

1. Family Vacation (22%)
2. Sightseeing/Nature/Wildlife (13%)
3. Break from Driving/Convenient Place to Stop (12%)
4. General Relaxation (10%)
5. Visiting National Park(s) (10%)

53% of first-time visitors were aware of Golden before visiting

Type of Trip



63% Considered Other Winter Destinations

Like:

- Banff
- Revelstoke
- Canmore
- Other BC
- Jasper

Top 5 Places Visited in Golden

1. Restaurant
2. Gas Station
3. Grocery Store
4. Visit a Pub or Bar
5. National Park – Banff, Lake Louise

Experience Evaluation



90% Rated Their Overall Golden Experience as Very Good/Excellent

Likelihood to Recommend: **69%**

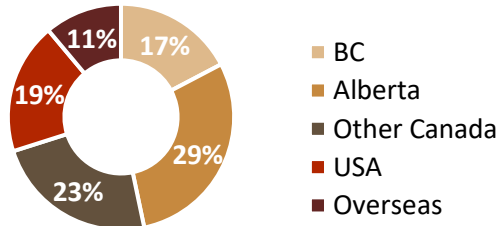
Net Promoter Score (NPS)*: **58.6**

Likelihood of Return to Golden: **83%**

GOLDEN – WINTER SEASON 2024/25 SUMMARY

Winter Market Origin

Percentage of Visitors



Top Provinces (outside BC & AB)

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

Top 3 USA States

1. Washington
2. Georgia
3. California/Pennsylvania
- South Carolina

Top Overseas Regions

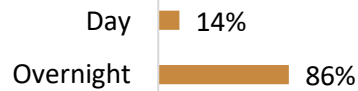
1. United Kingdom
2. Australia
3. Germany



\$1,547 =

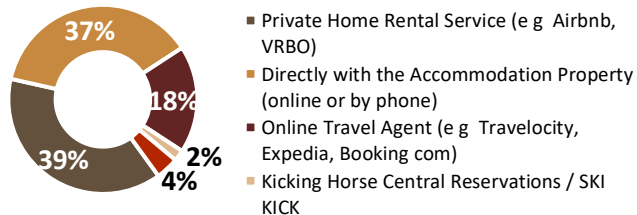
average visitor
party expenditure
in Golden

Length of Stay



Average Stay = **3.6** Nights

Accommodations Booking



83% Stayed at Paid Roofed Accommodation

77% Pre-Booked Accommodation

Visitors



61% female

38% male

2.9 people in each visitor party

2.5 adults

0.4 children (< 16)

27% were between ages of 19-34

47% were between ages of 35-54

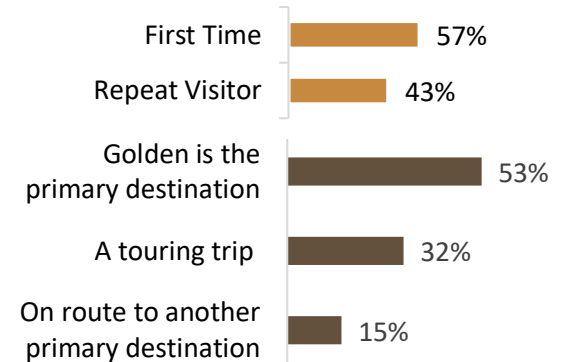
59% had HH income of \$100,000+

Top 5 Reasons for Visiting Golden

1. Resort Skiing/Snowboarding at KHMR (19%)
2. Family Vacation (17%)
3. Sightseeing/Nature/Wildlife (11%)
4. Visiting National Parks (11%)
5. General Relaxation (10%)

53% of first-time visitors were aware of Golden before visiting

Type of Trip



56% Considered Other Winter Destinations

Like:

- Banff
- Other BC
- Other Alberta
- Calgary/Edmonton

Top 5 Places Visited in Golden

1. Restaurant
2. Gas Station
3. Grocery Store
4. Pub or Bar
5. Gifts or Clothing Shops

Experience Evaluation

87% Rated Their Overall Golden Experience as Very Good/Excellent

Likelihood to Recommend: **51%**

Net Promoter Score (NPS)*: **38.8**

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

*NPS for those visitors where Golden is their primary destination.

Winter Visitors	2024/25	2023/24	2019/20	2017/18	24-25/23-24 % Change	Directional Change ³
Primary Market						
BC	17%	22%	15%	10%	-23%	↓
Alberta	29%	32%	39%	49%	-9%	↓
Other Canada	23%	20%	18%	18%	+15%	↑
USA	19%	17%	16%	10%	+12%	↑
Overseas	11%	9%	13%	13%	+22%	↑
Gender						
Female	61%	57%	35%	39%	+7%	↑
Male	38%	42%	64%	61%	-10%	↓
Length of Stay						
Day Visitors	14%	10%	11%	11%	+40%	↑
Overnight Visitors	86%	90%	89%	89%	-4%	=
Average Nights in Golden	3.6	3.3	3.5	3.2	+9%	↑
Aware of Golden Before First Visit¹	53%	54%	69%	79%	-2%	=
Type of Trip						
Percent Choosing Golden as Primary Destination	53%	54%	62%	68%	-2%	=
First Time Visitors	57%	50%	37%	43%	+14%	↑
Repeat Visitors	43%	50%	63%	57%	-14%	↓
Considered Other Destinations	56%	59%	61%	44%	-5%	↓
Visitor Party Expenditures While in Golden	\$1,547	\$1,734	\$1,248	\$1,481	-11%	↓
Accommodation						
Stayed at Paid Roofed Accommodation	83%	84%	84%	82%	-1%	=
Pre-Booked Accommodation	77%	91%	84%	93%	-8%	↓
Booked with Private Home Rental (e.g. Airbnb)	39%	27%	25%	16%	+44%	↑
Experience Evaluation						
Overall Excellent/Very Good Experience Rating ²	87%	92%	91%	91%	-5%	↓
High Likelihood of Return Trip to Golden ²	84%	82%	88%	87%	2%	=
High Likelihood of Recommending Golden ²	51%	56%	57%	58%	-8%	↓
Satisfied with Trip in Golden ²	94%	91%	--	--	+3%	=
NPS ⁴	38.8	47.8	42.3	45.9	-9 pts ⁴	↓

1. Of First Time Visitors.
2. Top Box Responses.
3. Values within ±5% were marked as no change.
4. Tourism Golden now analyzes NPS for only those visitors where Golden is their primary destination.

APPENDICES

Appendix A. Questionnaires

Appendix B. Other NPS Results

Appendix A. Questionnaires

A1. Phase 1 - Online 'Intercept'

Date

IP Address

Time to Complete

Landing Page

Welcome to Golden's Visitor Survey!

Thank you for participating in this survey. Tourism Golden wants to better understand the experience of **visitors** while in destination which will help us improve.

This survey may take approximately 3-5 minutes to complete depending on your answers. If you need to exit the survey and complete it at another time, please use the 'save & continue later' button on the upper right of your screen.

By completing this short survey, you may be eligible to opt-in to a draw to win one (1) of two (2) monthly prizes of pre-paid gift VISA cards valued at \$150 each (Canadian dollars and accepted worldwide). The draw will be held within the first two weeks of the following month. In addition, you can opt to complete a second survey once you have returned home. By completing the follow up questionnaire, you will be eligible for a draw to win a quarterly prize of one (1) of three (3) pre-paid gift VISA cards valued at \$200 each (Canadian dollars and accepted worldwide). Please note, entry for both draws is limited to **visitors** (local residents are excluded) with one entry per travel party per month (first survey) or per quarter (second survey). As such, please have only one member of your travel party complete the survey.

How to navigate? Please use the PREVIOUS and NEXT buttons at the bottom of your screen to navigate through the survey. Do not use your web browser's navigation buttons located at the top of your screen as they may cause connection errors.

Questions? If you have any questions, or experience any technical difficulties while completing this survey, please contact Align Consulting by email at surveys@alignconsultinggroup.ca.

Please click 'next' to start the survey.

Screening Questions

Q1. Are you...?

- o A day visitor to Golden (not staying a night in Golden)
- o An overnight visitor staying in Golden for 1 to 29 nights
- o A seasonal visitor staying for 30 nights or more – **THANK YOU and TERMINATE**
- o A resident of Golden/Area A - **THANK YOU and END** [
- o A property owner in Golden or Kicking Horse, but not resident - **THANK YOU and TERMINATE**

THANK YOU MESSAGE - ['Thank you for your time; however, we are looking to speak with tourists staying under a month. Have a great day.']

Q2. Have you or anyone in your travel party already completed a survey by Tourism Golden in the past month?

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

- o Yes - **THANK YOU and TERMINATE** ['Thank you for your time; however, we are seeking feedback from each travel party only once per month.']
- o No - PROCEED

Q3. Are you 19 years of age or older?

- o Yes - PROCEED
- o No - **THANK YOU and TERMINATE** [Thank you for your time; however, we are only targeting visitors 19 years and older.]

Q4. What is the primary purpose of this trip to Golden? Is it for... [READ]

- a. Leisure (i.e. Vacation)
- b. Visiting friends and family
- c. Sport Event (hockey tournament)
- d. Cultural Event (concert)
- e. Business travel or attending a conference
- f. Other (education, medical or other reasons)

Q5. ASK IF NOT LEISURE OR VFR, Did you spend any leisure time during this trip to Golden for [INSERT Q4 ANSWER] purposes?

- a. Yes
- b. No | **RECORD GENDER, THANK & TERMINATE.**
- c. Don't Know/Refused | **RECORD GENDER, THANK & TERMINATE.**

THANK YOU MESSAGE [Thank you for your time; however, we are looking to only speak with visitors who spent leisure time in Golden.]

Market Origin

Q6. Where do you live?

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

- ☐ BC
- ☐ Alberta
- ☐ Other Canada
- ☐ USA
- ☐ Overseas

Question logic: This question will show when: Question "Where do you live?"

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

"is one of the following answers ("BC", "Alberta")

Visitors from BC and Alberta

Q7. What community do you live in?

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

- ☐ BC - Columbia Valley
- ☐ BC - Okanagan Valley (Kelowna, Penticton)
- ☐ BC - Lower Mainland (Vancouver, Fraser Valley)
- ☐ BC - Other: *Write In* _____
- ☐ AB - Calgary
- ☐ AB - Edmonton
- ☐ AB - Red Deer
- ☐ AB - Bow Valley
- ☐ AB - Fort McMurray
- ☐ AB - Lethbridge
- ☐ AB – *Write In* _____
- ☐ PREFER NOT TO ANSWER

Question logic: This question will show when: Question "Where do you live?"

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

"is one of the following answers ("Other Canada")

Canadian Visitors from Outside BC and Alberta

Q8. What province do you live in?

- ☐ Ontario
 - ☐ Quebec
 - ☐ Manitoba
 - ☐ Saskatchewan
 - ☐ Nova Scotia
 - ☐ New Brunswick
 - ☐ Newfoundland
 - ☐ PEI
 - ☐ Yukon
 - ☐ NWT
 - ☐ Nunavut
 - ☐ PREFER NOT TO ANSWER
-

Question logic: This question will show when: Question "Where do you live?"

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

"is one of the following answers ("BC", "Alberta" "Other Canada")

All Canadian Visitors

Q9. If CANADA, what is your postal code?

- ☐ CANADA - Postal Code: _____
 - ☐ PREFER NOT TO ANSWER
-

Question logic: This Question will show when: Question "Where do you live?"

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

"is one of the following answers ("USA")

American Visitors

Q10. What US State are you from?

- ☐ USA STATE- DROP DOWN

Q11. If USA, what is your zip code?

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

- ☐ USA - Zip Code: _____
- ☐ PREFER NOT TO ANSWER

Question logic: This question will show when: Question "Where do you live?"

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

"is one of the following answers ("Overseas")

Overseas Visitors

Q12. What country are you from?

- ☐ DROP DOWN

Travel Party

Q13. Including yourself, how many people were in your travel party on this trip? How many were children under 18 and how many were adults? *(Travel party includes individuals who have the same itinerary and/or shared expenses.) Please enter the number in each category. If none, please enter '0'.*

a. _____ Adult(s) + _____ Child(ren) (under 18) = _____ Total [AUTOSUM]

Traveller Type

Q14. Are you travelling as part of a group where your accommodations and activities were booked for you by a third party (e.g. tour operator, travel agent)? Please note that if a family member or friend that booked the accommodation or activity, this is NOT considered group travel.

- ☐ Yes – Part of a Group
- ☐ No
- ☐ PREFER NOT TO ANSWER

Q15. ASK IF Q14=YES, What kind of group is it?

Group travellers are those that had their accommodation and/or activities booked for them by a third party (e.g. tour operator, travel agent). If it was a family member or friend that booked the accommodation or activity, this is NOT considered group travel.

- ☐ Group - Leisure Tour Group
- ☐ Group - Sports Group (e.g. mountain biking group)
- ☐ Group - Arts Group (e.g. travelling choir)
- ☐ Group - Business/Group of Colleagues
- ☐ Other Group: ,Please specify _____

Trip Length

Q16. What is your total trip length? How many nights away you away from home on this trip?

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

- ☐ Nights: _____
- ☐ Don't Know/Not Sure

Q17. How much time are you spending in the Golden area? Today, are you on a day trip or overnight trip to Golden?

Please select most appropriate response.

- ☐ Overnight, how many nights in Golden? Please specify _____
- ☐ Day, how many hours in Golden? Please specify _____
- ☐ Don't Know/ Not Sure

Trip Type

Q18. How would you describe the trip that you are on? Is it a trip where...

Where you will spend the most time. Please select one.

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

Overnight Visitors

[ASK IF Q18= Overnight, how many nights in Golden]

Q19. 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* _____
-

Paid Accommodation/Camping

[ASK IF Q19 = "Paid Roofed Accommodations" OR "Camping"]

Q20. What is the location of your accommodation or campsite?

- ☐ Kicking Horse Mtn. Resort
- ☐ Downtown Golden
- ☐ Golden Adjacent to Highway 1
- ☐ Front Country (Blaeberry Valley/ Columbia Valley/ Golden West)
- ☐ Backcountry (Lodge or Hut)
- ☐ Don't Know/Not Sure
- ☐ Other, *please specify*: _____

Q21. 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 Rental (whole home)
 - ☐ Short-term rental room, suite or bed in a private home
 - ☐ Backcountry Lodge
 - ☐ Don't Know/Not Sure
 - ☐ Other: *Write In* _____
-

Past Golden Visitation**Q22. Have you been to Golden on a past trip other than just stopping for a rest break (e.g. gas/food)? If yes, in what seasons?**

Select all responses that apply.

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

Past Visitation

[ASK IF (Q22= "Yes – Winter", "Yes – Spring", "Yes – Summer", "Yes – Fall")]

Q23. How many times have you been to Golden before this trip (other than just stopping for a rest break)?

- ☐ Number of times: _____
 - ☐ Don't Know/Not Sure
-

Awareness**[ASK IF Q22 =NO]****Q24. Were you aware of Golden before planning this visit?**

- ☐ Yes
- ☐ No
- ☐ Have Been Here Before

Main Reason**Q25. What is the main reason for your trips/stop in Golden?***Choose one. Primary activity is what motivated your trip or what you will spend the most time doing while in Golden.*

- | | |
|---|---|
| <input type="radio"/> Winter – Resort Skiing/Snowboarding at KHMR | <input type="radio"/> Paragliding/Hang-gliding |
| <input type="radio"/> Winter – Backcountry Skiing/Touring | <input type="radio"/> Road Biking |
| <input type="radio"/> Winter – Cat or Heli-skiing | <input type="radio"/> Sky Diving |
| <input type="radio"/> Winter – Snowmobiling | <input type="radio"/> Watersports other than Whitewater Rafting (e.g. kayaking, canoeing, stand up paddleboard) |
| <input type="radio"/> Winter – Snowshoeing/Other Nordic Activities | <input type="radio"/> Whitewater Rafting |
| <input type="radio"/> Winter – XC skiing | <input type="radio"/> Attend or Be in a Wedding |
| <input type="radio"/> Winter - Other Activity: <i>Write In</i> _____ | <input type="radio"/> Break from Driving/Convenient Place to Stop |
| <input type="radio"/> Winter Event – Hockey or Other Team Sport | <input type="radio"/> Business/Corporate Meeting or Event |
| <input type="radio"/> Winter Event – Freeride World Tour | <input type="radio"/> Concert |
| <input type="radio"/> Winter Festival – Snow King Masque Parade | <input type="radio"/> Family Vacation |
| <input type="radio"/> Festival or Concert in Golden (Summer Kicks) | <input type="radio"/> General Relaxation |
| <input type="radio"/> Festival or Concert in Golden (other than Summer Kicks) | <input type="radio"/> Included in Touring Itinerary |
| <input type="radio"/> Golf | <input type="radio"/> Sightseeing/Nature/Wildlife |
| <input type="radio"/> Golden Skybridge | <input type="radio"/> Swiss Guides and other Heritage |
| <input type="radio"/> Hiking | <input type="radio"/> Visiting Friends and Relatives |
| <input type="radio"/> KHMR - Grizzly Bear Refuge | <input type="radio"/> Visiting National Parks |
| <input type="radio"/> KHMR - Via Ferrata | <input type="radio"/> Indigenous Culture |
| <input type="radio"/> Mountain Biking (Event/Race) | <input type="radio"/> Other (Education, Medical or Other Reasons): Please specify: _____ |
| <input type="radio"/> Mountain Biking (General) | |
| <input type="radio"/> Climbing or Mountaineering | |

Golden Places**Q26. While in Golden, have you or do you plan to go to the following places?***Select all that apply.*

- | | |
|---|---|
| <input type="checkbox"/> Eat in a Local Restaurant | <input type="checkbox"/> Visit National Park - Banff Lake Louise |
| <input type="checkbox"/> Visit a Pub or Bar | <input type="checkbox"/> Visit National Park - Glacier |
| <input type="checkbox"/> Shop for Gifts or Clothing | <input type="checkbox"/> Visit National Park - Jasper & Icefields Parkway |
| <input type="checkbox"/> Shop for Groceries | <input type="checkbox"/> Visit National Park - Kootenay |
| <input type="checkbox"/> Buy Gas | <input type="checkbox"/> Visit National Park - Mt. Revelstoke |
| <input type="checkbox"/> Visit the Kicking Horse Pedestrian Bridge | <input type="checkbox"/> Visit National Park - YOHO |
| <input type="checkbox"/> Visit Kicking Horse Mountain Resort (KHMR) | <input type="checkbox"/> Walk/Cycle the Rotary Trails |
| <input type="checkbox"/> Visit the Art Gallery of Golden | <input type="checkbox"/> Visit the Northern Lights Wolf Centre |
| <input type="checkbox"/> Visit the Golden Museum | <input type="checkbox"/> Attend another Concert/Event |
| <input type="checkbox"/> Visit the Golden Skybridge | <input type="checkbox"/> NONE of the above |
| <input type="checkbox"/> Visit Cedar Lake | |

Other Activities**Q27. What other activities, if any, are you or your travel party participating in while in Golden?***Select all that apply.*

- | | |
|---|--|
| <input type="checkbox"/> X Country Skiing | <input type="checkbox"/> Hang gliding/Paragliding |
| <input type="checkbox"/> Snowmobiling | <input type="checkbox"/> Hiking around Golden/KHMR |
| <input type="checkbox"/> Ski/snowboard at Kicking Horse Mountain Resort | <input type="checkbox"/> Hiking at Glacier or Yoho National Parks |
| <input type="checkbox"/> Ski touring/back country | <input type="checkbox"/> Horseback Riding |
| <input type="checkbox"/> Heli or cat ski/snowboard | <input type="checkbox"/> KHMR – Grizzly Bear Refuge |
| <input type="checkbox"/> Snowshoeing | <input type="checkbox"/> KHMR – Via Ferrata |
| <input type="checkbox"/> Fishing | <input type="checkbox"/> Climbing or Mountaineering |
| <input type="checkbox"/> Attend hockey game | <input type="checkbox"/> Mountain Biking around Golden/KHMR |
| <input type="checkbox"/> Ice-skating | <input type="checkbox"/> Sky Diving |
| <input type="checkbox"/> ATV Tour | <input type="checkbox"/> Whitewater Rafting |
| <input type="checkbox"/> Canoeing or Kayaking | <input type="checkbox"/> Other activity, <i>Please specify</i> _____ |
| <input type="checkbox"/> Golf | <input type="checkbox"/> NONE of the above |

Overnight Expenditures**Q28. [ASK IF Q17=OVERNIGHT AND Q19 =PAID ACCOMMODATON OR CAMPING]****Thinking about accommodation, food, activities, shopping and transportation, approximately how much will your travel party spend on this trip, in Golden?***Fill in the dollar value for the whole travel party.*

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

Day/VFR Expenditures**Q29. [ASK IF Q17=DAY OR Q19 =FRIENDS/FAMILY OR OTHER]****Thinking about food, activities, shopping and transportation, approximately how much will your travel party spend on this trip, in Golden?***Fill in the dollar value for the whole travel party.*

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

Expectations**Q30. So far, how has Golden met your expectations as a travel destination? Has it...***Select most appropriate response.*

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

Expectations follow up

Q31. Why has Golden [INSERT ANSWER FROM Q32 “fallen short of”, “met” or “exceeded” - based on previous response] your expectations?

Demographics

Q32. In which of the following age categories are you? Are you...

Please select *one response*.

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

Q33. What gender do you identify as? Please select *one response*.

- a. Female/Woman/Feminine
- b. Male/Man/Masculine
- c. Non-Binary, Gender Fluid, and/or Two-Spirit
- d. My gender identity is not listed, please specify _____
- e. Prefer not to answer / Don't Know

Follow Up Survey

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

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

By completing the online follow up questionnaire, you may be eligible for a draw to win one (1) or three (3) pre-paid VISA card each valued at \$250 (Canadian Dollars). There is a draw every three months.

Are you willing to participate?

- ☐ Yes - what email should we use for that purpose _____
- ☐ No

Thank you!

Thanks for your time today, that concludes our question.

You are eligible to be entered into the monthly draw for one (1) of two (2) gift card valued at \$150 (CDN) each. We will need your first name, telephone number and/or email address. This information will be kept confidential and used only to administer the draw. Would you like to be entered into the draw?

1. Yes
2. No

IF YES, Please provide the following:

Name: _____

Telephone: _____

Email: _____@_____. _____

That completes the survey. Thank you for your valuable feedback!

A2. Phase 2 - Follow-Up Online Survey

Tourism Golden Follow-Up Visitor Survey - 2024/25

Intro

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

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

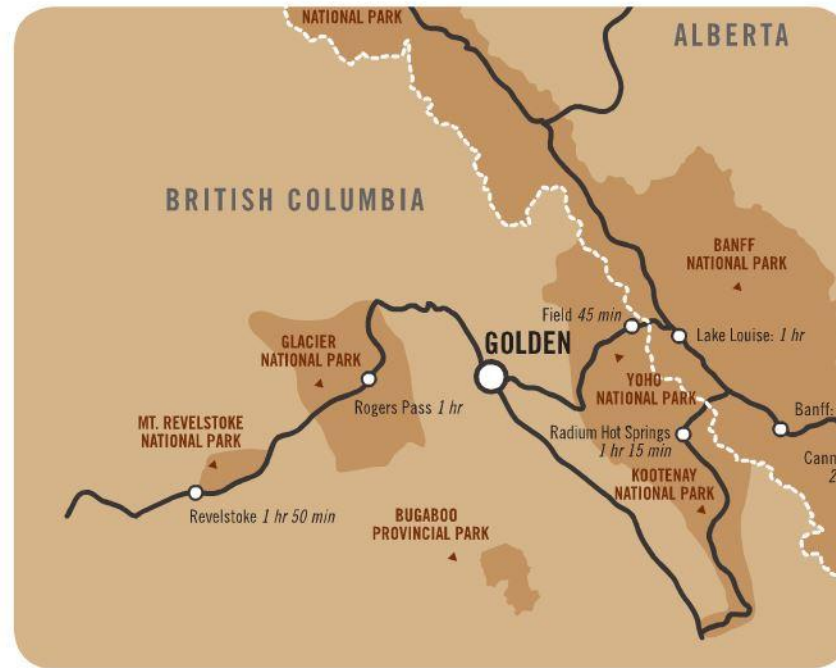
By completing this survey before [DATE – ROLLING 2 WEEKS FROM INVITE], you are eligible to be entered into a draw for one (1) of three (3) pre-paid VISA cards each valued at \$200 (Canadian). The selected entrant will be notified in early [MONTH AFTER THE CURRENT QUARTER].

Please click 'NEXT' to start the survey.

Thank you!

Before getting started, we wanted to remind you that Golden is in British Columbia. It is located between Glacier (to the west) and Yoho National Park (to the east), Kinbasket Lake to the north and the Columbia Valley wetlands to the south. The Golden area includes the Town of Golden, Kicking Horse Mountain Resort and the surrounding areas on Highway 1 and 95 (to the south).

Please keep this in mind when answering the following survey questions.



Section 1 – About Your Trip: If you have travelled Golden more than once this year, **please think about the trip during which you obtained the QR code and completed the first survey.**

Q1. On that trip, you anticipated staying in Golden for [insert # of nights or ‘for the day’ from INTERCEPT]. Is that how long you stayed in Golden?

1. Yes
2. No
3. Don’t know/don’t recall
4. Prefer not to answer

Q2. IF Q1=NO, How many nights did you stay in Golden?

1. None - Day Visit Only
2. Nights: _____ [NUMERIC, VALID = 1-100]
3. Don’t know/don’t recall
4. Prefer not to answer

Q3. Which of the following sources did you use to find out about Golden? Please select all that apply.

- ☐ I Have Always Known About Golden
- ☐ Word Of Mouth Recommendation
- ☐ I Or My Family Used To Live In Golden
- ☐ Internet Search (Google, Yahoo, Safari etc.)
- ☐ Google Search Ad
- ☐ Digital Display Banner On A Website
- ☐ Social Media Ad
- ☐ Magazine Or Newspaper Article
- ☐ Social Media Or Digital Article
- ☐ Golden Travel Planner Or Other Tourism Literature
- ☐ Tour Operator Brochure/ Itinerary
- ☐ Travel Guide Such As Lonely Planet/ Frommer's
- ☐ Consumer Show - Calgary Outdoor Adventure Show
- ☐ Consumer Show - Edmonton Snowmobile And Power Sports Show
- ☐ Sports Team, Activity Group Or Club Event
- ☐ Highway Signage
- ☐ Because of Kicking Horse Mountain Resort
- ☐ Because of attractions I heard about (i.e., Golden Skybridge)
- ☐ Other (please specify: _____)
- ☐ None of the Above

IF INTERNET SEARCH,

Q4. You responded you used a search engine to gather information about Golden. What kinds of search terms did you use? Please select all that apply.

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

Q5. How important were each of the following factors in deciding to visit Golden versus another location?*Please select one response for every row.*

	1 - Not Important At All	2	3	4	5 - Extremely Important	99 Don't Know
Is A Good Stop on Route to Another Destination	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Not Too Far from Home	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
It is Familiar/I've Been There Before	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Has Access to a Good Variety of Outdoor Activities	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
WINTER: Has Excellent Skiing And Snowboarding	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
WINTER: Has Excellent Snowmobiling	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
WINTER: Has Excellent Cross Country Skiing	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
WINTER: Has Excellent Back Country Skiing	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
SUMMER: Has Excellent Mountain Biking	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
SUMMER: Has Excellent Hiking	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
SUMMER: Has Excellent Whitewater Rafting	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The Community Is Close in Proximity To Nature And Wilderness	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The Community Is Close in Proximity to National Parks And Other Protected Areas	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Has Friendly, Hospitable People	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Has Small Town Charm	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Has Friendly and Helpful Front Line Staff	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Has Concerts and/or Public Events That I Wanted To Attend	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
There Was a Personal Event (e.g. Wedding, Family Reunion) That I Wanted To Attend	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
It Is a New Place To Explore	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Offers Good Value for Money	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I Have Friends and Family that Live in Golden	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Q6. When planning your trip, did you and/or your travel party consider staying in destinations other than Golden?

- ☐ Yes
☐ No
☐ Don't Know

Q7. IF Q6 = YES, What other destinations did you/your travel party consider? Please list up to three. If you don't know please type 'None'.

1. _____

2. _____

3. _____

Q8. ASK IF 'CAMPED' or 'PAID ROOF' ACCOM SELECTED IN INTERCEPT, Did you pre-book/reserve your paid accommodations in Golden?

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

IF Q8 = No OR Don't Know OR I did not stay at paid accommodation skip to Q10.

Q9. How did you pre-book/reserve your accommodation?

- ☐ Directly with the Accommodation Property (online or by phone)
- ☐ Online Travel Agent (e.g. Travelocity, Expedia, Booking.com)
- ☐ Kicking Horse Central Reservations / SKI KICK
- ☐ Resort of the Canadian Rockies (RCR) Central Reservations
- ☐ Private Home Rental Service (e.g. Airbnb, VRBO) **Go to Q9a.**
- ☐ Travel Agent
- ☐ Tour Operator, which one? _____

Q9c. ASK IF Q9=PRIVATE HOME RENTAL SERVICE, If this kind of accommodation was not available in Golden, would you have still stayed overnight in Golden?

- ☐ Yes
- ☐ No
- ☐ Don't Know

Section 2 - Trip Planning and Information

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.

Q10. What visitor information topics did you research and obtain about Golden?

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

	BEFORE your Trip	DURING your Trip	DID NOT RESEARCH
Accommodations	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Events	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Activities	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Attractions	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Restaurants/Dining	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Shopping	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Transportation/Route	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Q11. **While in Golden**, did you use any of the following services to obtain visitor information? *Please select all that apply.*

Digital

- ☐ Golden BC App
- ☐ Tourism Golden Social Media Channels (FB, Twitter or Instagram)
- ☐ Tourism Golden Website (tourismgolden.com)
- ☐ Digital Kiosk at the Glacier Mountaineer Lodge, Ramada or Best Western
- ☐ Golden Rules Wifi Hotspots

Personal Contact

- ☐ Called or Emailed Tourism Golden (General)
- ☐ Called or Emailed Tourism Golden Visitor Centre Visited Golden Visitor Centre in-person
- ☐ Spoke with Front Line Staff (Front Desk, Servers, Cashiers Etc.) to obtain visitor information
- ☐ Spoke with Golden Locals to obtain visitor information

Print Materials

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

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

☐ None of the Above

Q12. Were you able to obtain all the visitor information about Golden that you needed?

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

IF ANY SERVICES ARE CLICKED THEN THIS QUESTION IS ASKED

Q13. How did that visitor information impact the rest of your time in Golden? The visitor information I obtained while I was in Golden resulted in me or my travel party... Please select all that apply.

- ☐ Staying Longer in Golden that I/We Originally Anticipated
- ☐ Participating in Activities in Golden that I/We Did Not Originally Plan on Doing
- ☐ Visiting Places That I/We Didn't Already Know about in Golden
- ☐ Spending Money That I/We Hadn't Anticipated on Spending While in Golden
- ☐ Improving the Overall Quality of My/Our Experience in Golden
- ☐ Increasing the Likelihood of Returning to Golden
- ☐ None of the Above

IF STAYING LONGER selected in Q13,

Q13B. How much extra time did you spend in Golden?

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

IF SPENDING MONEY selected in Q13,

Q13C. About how much extra money did you spend?

- ☐ \$ _____
- ☐ Don't Know

Section 3. Experience and Perceptions of Golden: We would like to better understand your overall experience in Golden and how we may improve.

SHUTTLE1. **ASK IN WINTER ONLY** When booking your trip, which of the following transportation services were you aware of? Please check all that apply.

1. Golden-Kicking Horse Connector Shuttle (operates from December through March between various locations in Golden and base of Kicking Horse Mountain Resort)
2. Champagne Power Shuttle (operates daily from December through March between Calgary Airport and accommodations in Golden and Kicking Horse Mountain Resort)
3. NONE OF THE ABOVE

SHUTTLE2. **ASK IN WINTER ONLY** Which of the following shuttle services did you use on this visit?

1. Golden-Kicking Horse Connector Shuttle (operates from December through March between various locations in Golden and base of Kicking Horse Mountain Resort)
2. Champagne Power Shuttle (operates daily from December through March between Calgary Airport and accommodations in Golden and Kicking Horse Mountain Resort)
3. NONE OF THE ABOVE

SHUTTLE3. ASK IF SHUTTLE 2=1, What impact, if any, did the shuttle services between Kicking Horse Mountain Resort and Golden on your overall experience in Golden?

1. Greatly Improved my Overall Experience in Golden
2. Somewhat Improved my Overall experience in Golden
3. Did Not Improve Nor Diminish my experience in Golden
4. Somewhat Diminished my Overall Experience
5. Greatly Diminished my Overall Experience in Golden
6. PREFER NOT TO ANSWER

SHUTTLE4. ASK IF SHUTTLE 2=2, What impact, if any, did the Champagne Powder Shuttle (services between Calgary Airport and accommodations in Golden and Kicking Horse Mountain Resort) have on your overall trip to/from Golden? Select all that apply.

- ☐ Made it more economical to travel to/from Golden
- ☐ Made it more convenient to travel to/from Golden
- ☐ I would not have been able to visit Golden if the Champagne Powder Shuttle didn't exist
- ☐ Ensured more people could join our travel party to Golden
- ☐ Greatly Diminished my Overall Experience in Golden

☐ PREFER NOT TO ANSWER

SHUTTLE5. ASK IN WINTER ONLY Assuming you were to come back when the Golden-Kicking Horse Shuttle service is active, how likely are you to use this shuttle service between Golden and Kicking Horse Mountain Resort?

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

SHUTTLE6. ASK IN WINTER ONLY Assuming you were to come back when the Calgary Airport (YYC) to Golden/Kicking Horse Shuttle service is active, how likely are you to use this shuttle service between YYC and accommodations in Golden and Kicking Horse Mountain Resort?

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

Q14. After your arrival in Golden did you reduce or extend your stay from what you originally planned?

- ☐ Yes, I extended my stay. **Go to Q14a.**
- ☐ Yes, I reduced my stay. **Go to Q14b.**
- ☐ No, I did not extend or reduce my stay. **Go to Q15.**

Q14a. Why did you extend your stay?

Q14b. Why did you reduce your stay?

Q15. Overall, how satisfied are you with your trip while in Golden?

1. Very dissatisfied
2. Somewhat dissatisfied
3. Neither satisfied nor dissatisfied
4. Somewhat satisfied
5. Very satisfied
6. Prefer not to answer

Q16. On a scale of 1 to 5, where 1 is 'very poor' and 5 is 'excellent', please rate your experience of each component of your visit to Golden.

	1 – Very Poor	2	3	4	5 - Excellent	99 Don't know/Prefer not to answer
Accommodation	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Dining	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Recreation and Adventure Opportunities	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Attractions (i.e. Kicking Horse Mountain Resort, Golden Skybridge)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
IF SHUTTLE2.=1, Shuttle service between Golden and Kicking Horse Mountain Resort	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
IF SHUTTLE2.=2, Champagne Powder Shuttle service between the Calgary Airport and accommodations in Golden/Kicking Horse Mountain Resort	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Local Directional Signage	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Attractiveness along Hwy 1 between east & west entrances to Golden	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Overall Experience in Golden	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Q17. What highlights, if any, did Golden have as a travel destination?*Please list up to three highlights.*

1. _____
2. _____
3. _____

98. No highlights

99. Prefer not to answer

Q18. What shortcomings, if any, did Golden have as a travel destination?*Please list up to three shortcomings.*

1. _____
2. _____
3. _____

98. No shortcomings

99. Prefer not to answer

Q19. Are there other any new or expanded products, services or experiences that would have enhanced your visit to Golden? Please select one response.*

- ☐ Yes, What are they? _____
- ☐ No
- ☐ Don't Know

Q20. Given your experience in Golden, on a scale of 1 to 5, how likely are you to return on an overnight trip to Golden?

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

Q21. On a scale of 0 to 10 where 0 is 'Not Likely at All' and 10 is 'Extremely Likely', how would you rate your likelihood to recommend Golden as a travel destination to friends/family or a colleague?

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

Q21a. What about your trip to Golden led to your {{ Q21 }} out of 10 (Extremely Likely) response?

Q22. What are three words you would use to describe Golden?

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

1. _____
2. _____
3. _____

Section 4. 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.

Q23. In Canadian dollars, what were your travel party's total expenditures while in Golden?

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

- ☐ Canadian Dollars: \$_____ *Go to Q24.*
- ☐ Don't Know *Go to Q25.*
- ☐ Prefer Not to Answer *Go to Q25.*

Q24. Approximately what percentage of your party's total expenditures while in Golden were attributed to the following categories?

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

_____	% on Accommodation (hotels, motels, lodge, camping/RV fees, etc.) IF DAY VISITOR ENTER '0'
_____	% on Transportation (vehicle rental, gas, repairs, ferry, taxi, bus, chartered transfer, helicopter etc.)
_____	% on Food and Beverage (including taxes and tips)
_____	% on Shopping (clothing, gifts, books, etc.)
_____	% on Attractions (admission, shows, tours, etc.)
_____	% on Outdoor Recreation (park or ski lift pass, guiding services, etc.)
_____	% on Other Entertainment (spa, etc.)
_____	% on Other Expenditures

Section 4. The environment and sustainability in Golden.

Q25. Sustainable travel refers to “travel that minimizes any negative impacts on the destination's environment, economy and society, while making positive contributions to the local people and conserving the destination's natural and cultural heritage”. Please indicate your level of agreement with each of the following statements ...

- a. Purposely avoid visiting destinations during peak times/seasons to avoid crowds
- b. Consider the impact that I personally have on the destinations I visit
- c. Select travel destinations that have invested in socially responsible tourism practices
- d. Consider the impact of my personal air travel on the environment
- e. Willing to pay a higher price for a socially responsible travel option over one that is not
- f. Willing to pay a higher price for an environmentally-friendly travel option over one that is not

- g. Select travel destinations that have invested in reducing their environmental impact

Scale:

- a. Strongly Disagree
- b. Somewhat Disagree
- c. Neither Agree Nor Disagree
- d. Somewhat Agree
- e. Strongly Agree
- f. Don't Know/Not Sure

Q26. How important are each of the following environmental efforts to you when in a travel destination?

	1 – Not Important at All	2	3	4	5 – Very Important	98. Don't Know	99. Prefer not to answer
a. Waste Reduction (i.e. limited single-use products, more sustainable single-use options, recycling, composting)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
b. Water Conservation (i.e. limited housekeeping at hotels, drought-resistant landscaping, low flow fixtures or aerators, low flow appliances, low flow irrigation)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
c. Energy Efficiency/Conservation (i.e. LED lighting, use of renewable energy sources)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
d. Reduction in Green House Gas Emissions (i.e. purchasing verified carbon credits or renewable energy credits, electric vehicle charging stations, bicycle rentals/use, group shuttles or ride share programs, public transportation, other active transport methods, producing renewable energy/fuel on-site)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

e. Responsible Outdoor Recreation (i.e. availability of local knowledge/information, access to planning tips, reminders of appropriate equipment, defined trail use and etiquette reminders)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
f. Wildlife Conservation/Consideration (i.e. limiting access to sensitive areas, public education and signage to reduce interactions with wildlife)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Q27. Based on your experience while on your trip, how would you rate the performance of Golden on the following?

	1 – Very Poor	2 - Poor	3 - Fair	4 - Good	5 – Very Good	98. Don't Know	99. Prefer not to answer
a. Waste Reduction (i.e. limited single-use products, more sustainable single-use options, recycling, composting)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
b. Water Conservation (i.e. limited housekeeping at hotels, drought-resistant landscaping, low flow fixtures or aerators, low flow appliances, low flow irrigation)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
c. Energy Efficiency/Conservation (i.e. LED lighting, use of renewable energy sources)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
d. Reduction in Green House Gas Emissions (i.e. purchasing verified carbon credits or renewable energy credits, electric vehicle charging stations, bicycle rentals/use, group shuttles or ride share programs, public transportation, other active transport)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

methods, producing renewable energy/fuel on-site)							
e. Responsible Outdoor Recreation (i.e. availability of local knowledge/information, access to planning tips, reminders of appropriate equipment, defined trail use and etiquette reminders)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
f. Wildlife Conservation/Consideration (i.e. limiting access to sensitive areas, public education and signage to reduce interactions with wildlife)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Q28. Overall, how would you rate Golden as a sustainable destination?

- 1 – Very Poor
- 2 – Poor
- 3 – Fair
- 4 – Good
- 5 – Very Good
- 9 – Don't Know/Not Sure

Section 5. Finally, we just have a few questions about your travel party so we can better understand visitors to Golden.

Q29. Do you, or anybody in your travel party while in Golden, identify as a person with a disability? Please select all that apply.

- a. Yes, visible disability
- b. Yes, non-visible disability
- c. No [EXCLUSIVE]
- d. Prefer not to answer [EXCLUSIVE]

IF 29=a OR b ASK 30

Q30. Thinking about your trip to Golden, how could it have been more accessible / inclusive for people with disabilities? Please be as specific as possible.

Q31. Do you, or anybody in your travel party while in Golden, identify as an LGBTQ+ person? Please select all that apply.

- a. Yes
- b. No [EXCLUSIVE]
- c. Prefer not to answer [EXCLUSIVE]

IF 31=a ASK 32

Q32. Thinking about your trip to Golden, how could it have been more accessible / inclusive for LGBTQ+ people? Please be as specific as possible.

Q33. What is your total annual household income, before tax (i.e. the combined income of all members of your household)?

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

Q34. Is there anything else you would like to tell us about your experience in Golden?

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

You are eligible for a draw to win a one (1) or three (3) \$200 (Canadian Dollars) pre-paid VISA card. In order to enter you, we will need your name and email address. This information will be kept confidential and used only to administer the draw. This information will be kept confidential and used only to administer the draw. Would you like to be entered into the draw?

Click here for full contest [rules and regulations](#)

- ☐ Yes, I certify that I have read the contest [rules and regulations](#)

☐ No

IF YES, Please provide the following:

Name: _____

Telephone: _____

Email: _____@_____. _____

That completes the survey. Thank you for your time!

Appendix B. Other NPS Results

Other published NPSs for tourism destinations include:

- British Columbia's NPS was 59.5 in 2017.⁵ Destination British Columbia tracks NPS annually and targets an improvement of 0.5 points per year and saw a slight increase from 2016 NPS = 58.3, but declined from 2015 NPS = 63.3 and 2014 NPS = 68 (2014). Destination British Columbia notes this may be due to a survey design effect. Since 2017, NPS score reporting is based on relative scores in specified markets therefore actual score is not detailed in annual service plans. It should be noted that post-pandemic, benchmarks are being re-established as well.
- Destination Canada's Global Tourism Watch studies measures the NPS for Canada through surveys of long-haul travellers in key markets around the world. Since the Pandemic, all NPS data is normalized and presented only as relative graphs therefore individual scores are not published. The most recent scores reported is 2018. In 2018, Canada's NPS varies by market, including: Mexico (2018 NPS = 61), India (2018 NPS = 39), Germany (2018 NPS = 22), China (2018 NPS = 20), the United Kingdom (2018 NPS = 20), Australia (2018 NPS = 23), France (2018 NPS = 28), the United States (2018 NPS = 17), South Korea (2018 NPS = -3) and Japan (2018 NPS = -20). The latest domestic NPS for Canadian residents was in 2017 which had a score of 35.⁶
- New Zealand's Visitor Experience Monitor tracked the NPS for international visitors in 2018. Overall New Zealand has an NPS of 86. In 2018, New Zealand's NPS by market were: United States (NPS = 86), the UK (NPS = 88), Australia (NPS = 80), Germany (NPS = 70), China (NPS = 69) and Japan (NPS = 60).⁷
- Tourism Golden conducted a Visitor Study in the summer of 2019 as part of an ongoing annual project. Their NPS measured 51.3 which was up from 31.8 in 2017.⁸
- Destination Greater Victoria conducted a year-round Visitor Study in 2018/19 which measured the annual NPS as 78 while the summer NPS was 74.⁹
- Tourism Kelowna measured Kelowna's NPS in 2018 and 2016. The total over three seasons was 2018 NPS = 65 and results varied by season (spring NPS = 78, summer NPS = 56 and fall NPS = 65). In 2016, the overall result was 2016 NPS = 65, results varied by season (spring NPS = 72, summer NPS = 53 and fall NPS = 67)¹⁰
- Tourism Nanaimo has measured Nanaimo's NPS in peak season of 2017, 2016 and 2015. 2017 NPS = 16, 2016 NPS = 30, 2016 NPS = 41.¹¹

⁵ Measured short-haul markets only. https://www.destinationbc.ca/content/uploads/2018/11/2017-18-DBC-ASPR_FINAL.pdf

⁶ Destination Canada 2018. Global Tourism Watch Reports. <https://www.destinationcanada.com/en/global-tourism-watch>

⁷ Tourism New Zealand Insight Team. 2018. Visitor Experience Monitor 2017 Infographic. <https://www.tourismnewzealand.com/media/3423/visitor-experience-infographic-april-2018.pdf>

⁸ Tourism Golden, retrieved from: <https://www.tourismgolden.com/sites/default/files/2019-Golden%20Summer%20Visitors%202019%20FINAL.pdf>

⁹ Destination Greater Victoria, retrieved from: https://www.tourismvictoria.com/sites/default/files/dgv_2019_visitor_survey_report_final.pdf

¹⁰ https://assets.simpleviewinc.com/simpleview/image/upload/v1/clients/kelowna/2018_Visitor_Intercept_Survey__39864534-92ba-4880-9de4-b8000a1476cf.pdf

¹¹ The Sociable Scientists for Tourism Nanaimo. 2016. <https://www.tourismnanaimo.com/wp-content/uploads/2017/06/VES15-Nanaimo-Profile-FINAL-Nov22.pdf>

- Steamboat Springs, Colorado¹² has measured NPS since 2010 (2010 NPS = 75, 2014 NPS = 67).
- Bend, Oregon measured NPS over a five year period.¹³ In winter 2016/17 Bend achieved a NPS = 78, while summer 2016 NPS = 82 and winter 2015/16 NPS = 80. These scores were higher than past summer visitor research (NPS 2013 = 79, NPS 2012 = 75, NPS 2009 = 65 and NPS 2008 = 58).
- NPS was measured for Australian destinations in 2006 with scores ranging from -55 (Adelaide) to 80 (Broome).¹⁴

Past research has shown that NPS in the tourism industry can vary by¹⁵:

- 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).

¹² 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

¹³ RRC Associates Inc. 2016. Bend Area Winter Visitor Survey—Final Results 2016/17. Prepared for Visit Bend. <https://www.visitbend.com/wp-content/uploads/2018/03/Bend-Winter-16-17-Visitor-Survey-FINAL.pdf>

¹⁴ Ritson, Mark (2006). Net Promoter Scores Australia 2006. Melbourne Business School.

¹⁵ This list has been compiled from a variety of sources including results from the Bend, Oregon study, the Destination Canada's Global Tourism Watch studies, New Zealand's Visitor Experience Monitor, Destination BC and other confidential sources.