



## Winter Season 2024-25 Golden Visitor Survey Results – Report

**Submitted to:**

Joanne Sweeting

Tourism Golden

Golden, BC

250-439-1111

[joanne@tourismgolden.com](mailto:joanne@tourismgolden.com)

**Submitted by:**

Liddie Sorensen-Lawrence, MBA, CAIP

Align Consulting Group

Grand Forks, BC

604-842-3695

[Liddie.Lawrence@alignconsultinggroup.ca](mailto:Liddie.Lawrence@alignconsultinggroup.ca)



# EXECUTIVE SUMMARY

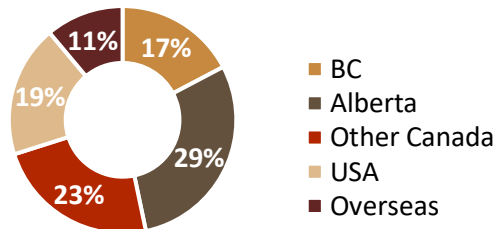
Tourism Golden (TG) has provided tourism marketing services to the town of Golden and Columbia Shuswap Regional District Area A (excluding Yoho National Park) since 2007. Partnering with Align Consulting for the research elements, TG undertook an on-going Visitor Study starting in May 2023. This report summarizes results from the Winter (December to March) visitor surveys of 2024-25. Since 2023 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. Comparisons with pre-2023 data are not direct and differences should be interpreted with caution.

## Key Findings

- Alberta was the most common source market (29%) during the winter season which is consistent with 2023 and 2019 results; however, it has slightly decreased compared to last winter (29% down from 32%), similarly BC (17% down from 22%) decreased notably which was made up by increases from Other Canada (23% up from 20%), the USA (19% up from 17%), and Overseas (11% up from 9%) in Winter 2024-25.
- The vast majority of winter season visitors were staying overnight. In fact, nine-in-ten (90%) visitors were staying overnight in Golden while only 10% were day trippers. The average overnight visitor length of stay 3.6 nights. The trip length is up from all previous years.
- Similar to 2023-24 (54%), Golden was the primary destination of 53% of visitors, but the destination is also a draw for those on a touring vacation (32%).
- On average, visitors' travel party consists of 2.9 people. Almost three-in-ten parties (28%) are travelling with children under the age of 18.
- Awareness levels of first-time visitors are slightly down to 50% from 54% in 2023-24 winter season; however, it has consistently been declining from 63% in 2019 and 79% in 2017. This decrease is likely due to the shift in market origin we saw this year with a smaller proportion of BC residents and gains from international markets which tend to have less awareness.
- The use of private home rental services (e.g. Airbnb, VRBO) was an important accommodation booking source (39% of overnight visitors using these services) which is notably higher from 27% in 2023-24, 25% in 2019 and 16% in 2017.
- Most winter season visitors were in Golden for resort skiing/snowboarding at KHMR (19%), a family vacation (17%), sightseeing/nature/wildlife (11%), to visit the National Parks (11%) and general relaxation (10%). Proximity to nature/wilderness (84%), access to good variety of outdoor recreation activities (83%), proximity to National/Provincial parks (82%), friendly people (75%), and it's small town charm (74%) are the main drivers of travellers decision to visit Golden.
- On average, spend decreased compared to last Winter season. In fact, travel parties spent an average of \$1,548 while in Golden in the peak season of 2024-25 which was down 11% over 2023-24 results (\$1,734). That said, it has increased 24% over 2019 results (\$1,248). This large increase is likely due to natural growth, rapid inflation, changes in tourism product offerings and methodology (for comparison to 2019 results). Some of the change is likely due to the change in responding to this online versus an interviewer asking it.
- Golden winter visitors rated their overall experience as very good-excellent (87%) which is slightly lower than 2023-24 results (92%) and also lower than 2019 and 2017 (91% each). The majority were very likely to return (84%), this slightly higher than winter 2023-24 (82%), but lower than 2019 and 2017 results (88% and 87% respectively).
- Despite 94% of winter season visitors being satisfied with their trip in Golden, Golden's Net Promoter Score (NPS) was 38.8 which is down notably compared to last winter season (-9.0 pts from 47.8 in 2023-2024 winter).

# GOLDEN – WINTER SEASON 2024-25 SUMMARY

**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

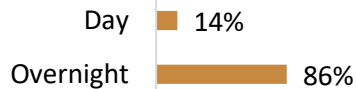
1. United Kingdom  
2. Australia  
3. Germany



**\$1,547 =**

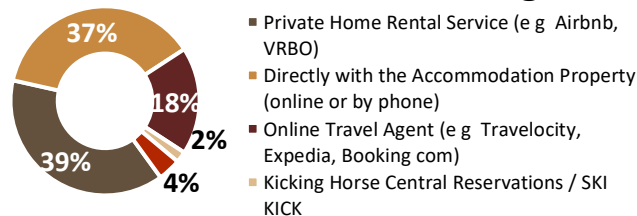
average visitor  
party expenditure  
in Golden

## 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

First Time 57%

Repeat Visitor 43%

Golden is the primary destination 53%

A touring trip 32%

On route to another primary destination 15%

**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%**



Winter	2024 /25	2023/24	2019	2017	24-25/23-24 % Change	Directional Change <sup>3</sup>
<b>Primary Market</b>						
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%	↑
<b>Gender</b>						
Female	61%	57%	35%	39%	+7%	↑
Male	38%	42%	64%	61%	-10%	↓
<b>Length of Stay</b>						
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%	↑
<b>Aware of Golden Before First Visit<sup>1</sup></b>	53%	54%	69%	79%	-2%	=
<b>Type of Trip</b>						
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%	↓
<b>Visitor Party Expenditures While in Golden</b>	\$1,548	\$1,734	\$1,248	\$1,481	-11%	↓
<b>Accommodation</b>						
Stayed at Paid Roofed Accommodation	83%	84%	84%	82%	-1%	=
Pre-Booked Accommodation	77%	84%	84%	93%	-8%	↓
Booked with Private Home Rental (e.g. Airbnb)	39%	27%	25%	16%	+44%	↑
<b>Experience Evaluation<sup>5</sup></b>						
Overall Excellent/Very Good Experience Rating <sup>2</sup>	87%	92%	91%	91%	-5%	↓
High Likelihood of Return Trip to Golden <sup>2</sup>	84%	82%	88%	87%	+2%	=
High Likelihood of Recommending Golden <sup>2,4</sup>	51%	56%	57%	58%	-8%	↓
NPS <sup>4</sup>	38.8	47.8	42.3	45.9	-9.0 pts	↓

1. Of First Time Visitors. 2. Top Box Responses. 3. Values within +5% were marked as up or down directional change. 4. Tourism Golden now analyzes NPS for only those visitors where Golden is their primary destination. 5. % exclude Don't Know/No Response.

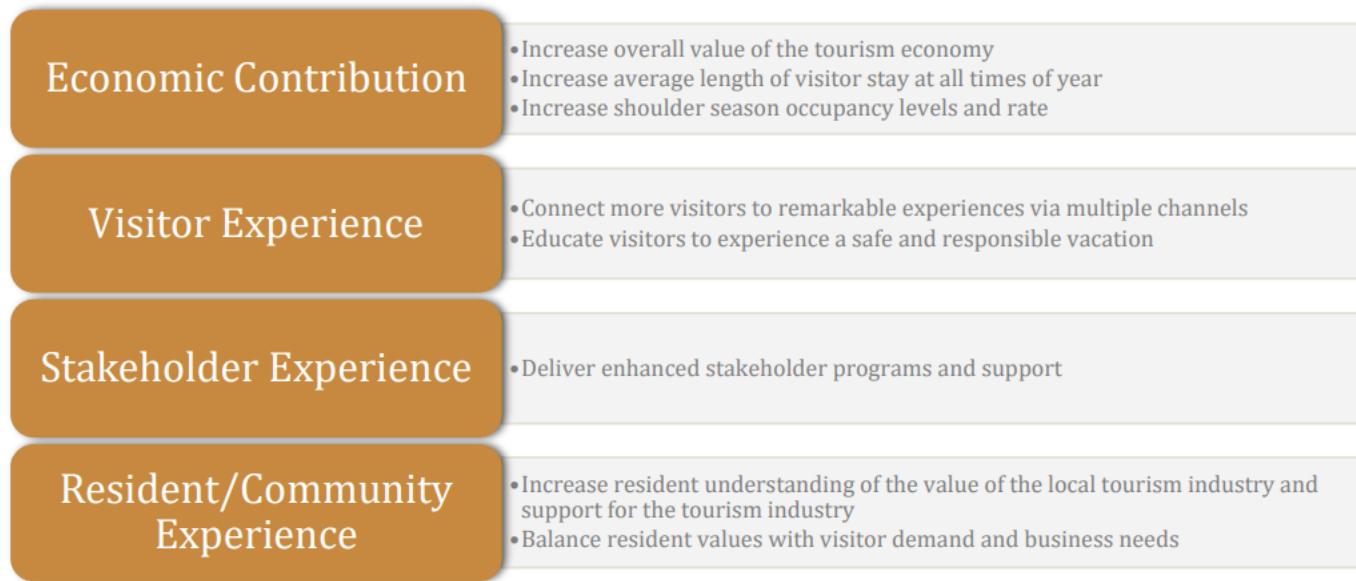
# TABLE OF CONTENTS

<b>Executive Summary .....</b>	<b>2</b>
<b>Table of Contents.....</b>	<b>5</b>
<b>1. Introduction .....</b>	<b>6</b>
<b>2. Methodology .....</b>	<b>7</b>
2.1. Data Collection .....	7
2.2. Data Analysis .....	9
2.3. Tips for Reading Results .....	11
<b>3. Results .....</b>	<b>12</b>
3.1. Visitor Characteristics .....	12
3.2. Trip Characteristics .....	14
3.3. Transportation Services Awareness and Use .....	22
3.4. Expenditures.....	23
3.5. Awareness, Decision Making and Perceptions.....	24
3.6. Visitor Information Services .....	28
3.7. Evaluation of Golden Tourism Experiences.....	32
3.8. Sustainability in Tourism Experiences.....	40
<b>Appendices .....</b>	<b>43</b>
Appendix A. Questionnaires .....	44
Appendix B. Other NPS Results .....	75

**Front Cover Photo Credit:** Tourism Golden

# 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:<sup>1</sup>



Visitor Intercept Surveys are a method for measuring both objectives related to Visitor Experience. Given this, Tourism Golden identified the need to conduct a study in 2023. 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 methodology is described in detail in the next section. This report covers the second Winter season using this methodology.

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.

<sup>1</sup> 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 Golden Visitor Methodology Summary

#### Phase 1 – Online In-Destination Visitor Survey (395 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 (111 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 791 people accessed the online in-destination survey during December 2024 through March 2025. Of those, 85 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, 311 only partially completed the survey. Therefore, 395 visitors completed the Phase 1 survey. A total of 350 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 111 visitors completed the follow up online survey for a response rate of 32%.<sup>2</sup>

Number of (% of Total):						
	Accessed Survey	Not in Population <sup>1</sup> /Did Not Fully Complete	Completed In- Destination Survey	Agree to Follow-Up	Completed Follow-Up	Response Rate
Winter Season	791	396	395	350	111	32%

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

<sup>2</sup> 32% is a considered a strong response rate though it does lag behind Peak Season 2024 which saw a response rate of 38%.



## 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.

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.
- 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.
- 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 strategy<sup>3</sup> is for British Columbia to become the most highly recommended destination in North America. The Net Promoter Score® (NPS®)<sup>4</sup> measures the intention to recommend a travel destination and is also an indicator of overall satisfaction with the travel experience. Starting in 2016, Golden visitor surveys have collected the NPS to monitor visitor experience satisfaction.

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

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



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

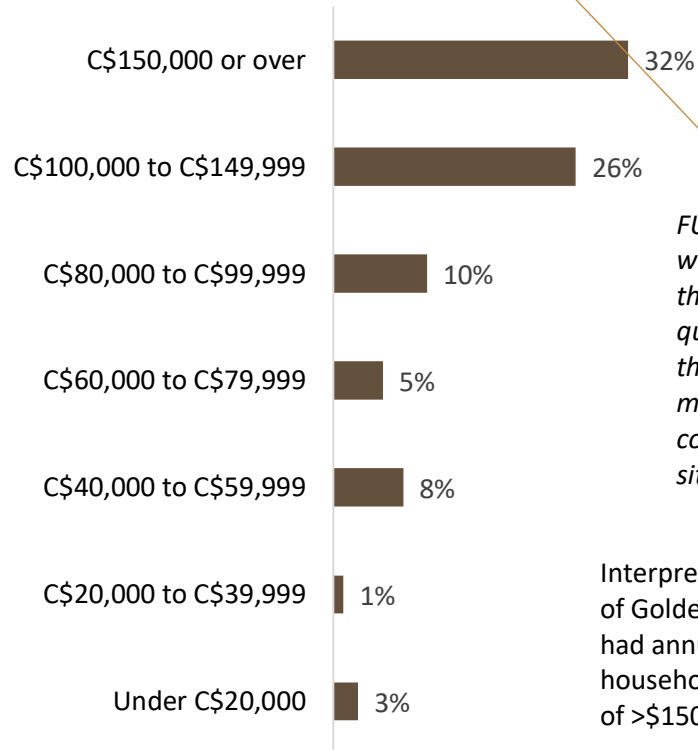
<sup>3</sup> [https://www.destinationbc.ca/content/uploads/2019/02/DBC-Corporate-Strategy-2017\\_editFeb212019.pdf](https://www.destinationbc.ca/content/uploads/2019/02/DBC-Corporate-Strategy-2017_editFeb212019.pdf)

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

## 2.3. Tips for Reading Results

### Annual Household Income (\$CDN)

Percentage of Visitors <sup>FU</sup>

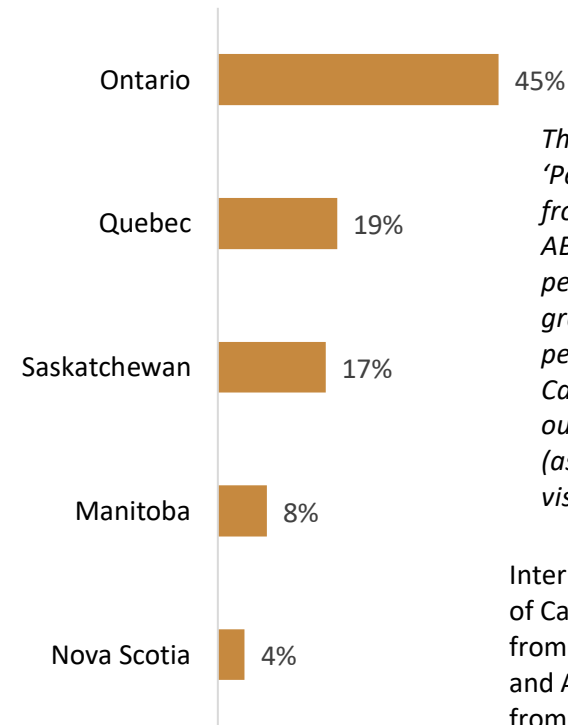


*FU – Means data were collected on the follow-up questionnaire. If there isn't FU text, it means the data were collected during on-site interview.*

Interpretation: 32% of Golden visitors had annual household incomes of >\$150,000.

### Origin of Canadian Visitors

Percentage of Visitors Outside of BC and AB



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

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

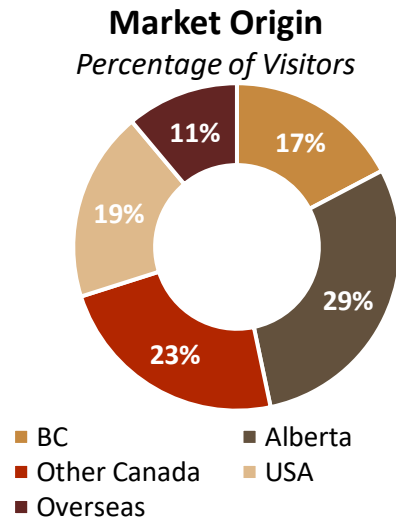
Interpretation: 45% of Canadian visitors from outside of BC and Alberta were from Ontario.

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

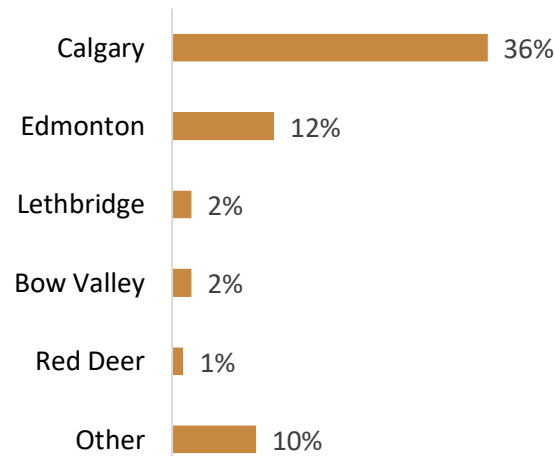
1. Other US States include: Colorado, Idaho, Wisconsin, Florida, Massachusetts.

## 3. RESULTS

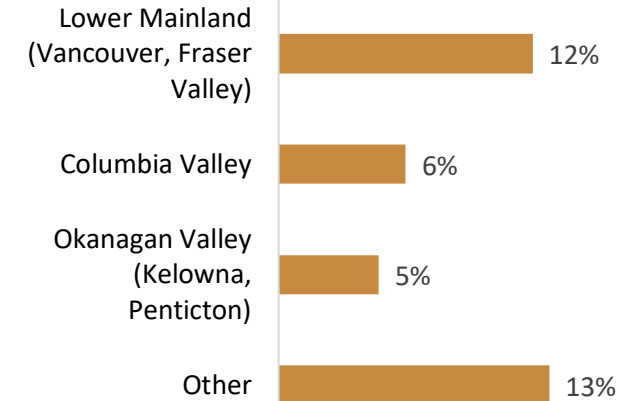
### 3.1. Visitor Characteristics



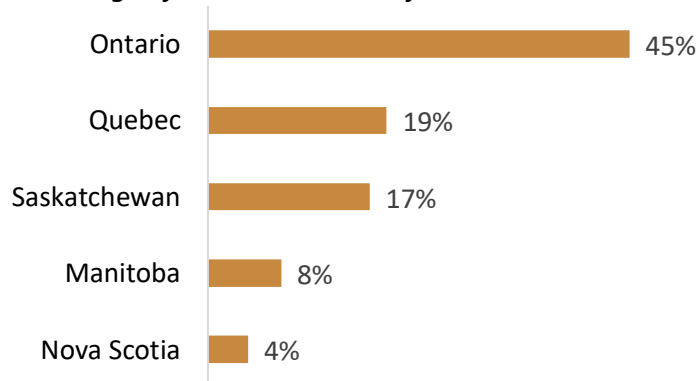
**Origin of Visitors from Alberta**  
Percentage of Albertan Visitors



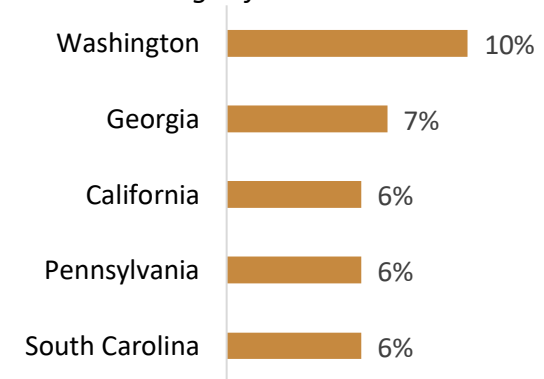
**Origin of Visitors from BC**  
Percentage of British Columbian Visitors



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

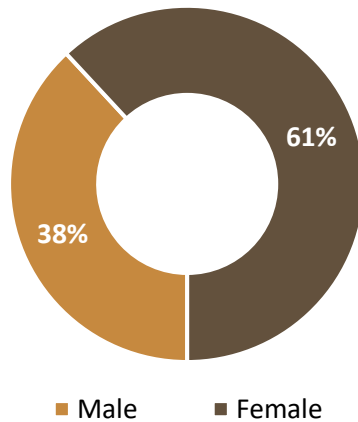


**Origin of Visitors from USA<sup>1</sup>**  
Percentage of American Visitors



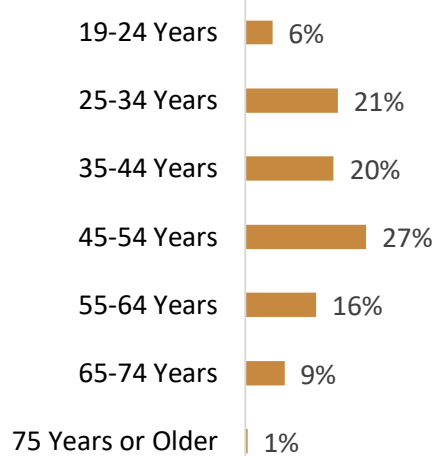
1. Small sample sizes exist, please use caution when interpreting.  
 2. Overseas Visitors n=53. Uk 30%, Australia 26%, Germany 11%, New Zealand 9%. Very small sample sizes, interpret with caution.

**Gender<sup>1</sup>**  
Percentage of Visitors

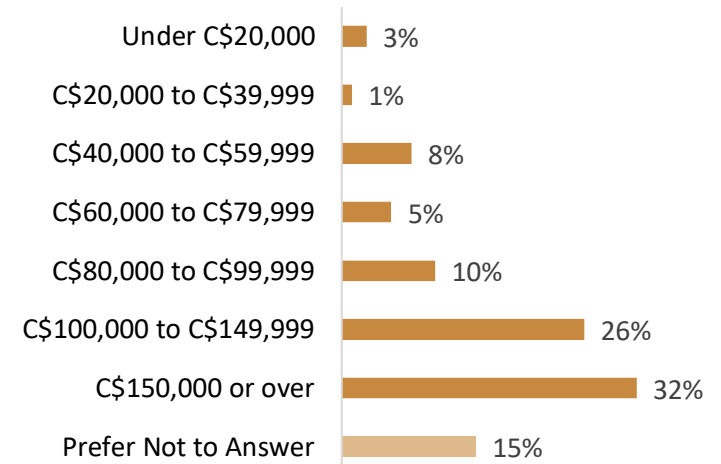


Q. What gender do you identify as? / Q. In which of the following age categories are you?  
Base: All intercept respondents, n=404/406.

**Age**  
Percentage of Visitors

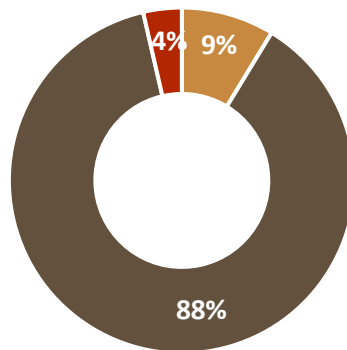


**Annual Household Income (\$CDN)**  
Percentage of Visitors<sup>FU</sup>



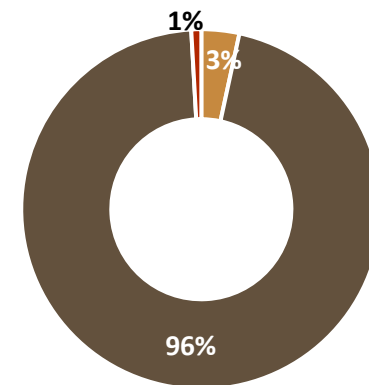
Q. Before taxes, what is your approximate annual household income in Canadian dollars?  
Base: All visitors in the follow up sample, n=88.

**Identify as an LGBTQ+ Person**  
Percentage of Visitors<sup>FU</sup>



■ Yes ■ No ■ Prefer Not to Answer

**Identify as a Person with Disabilities**  
Percentage of Visitors<sup>FU</sup>



■ Yes, non-visible disability ■ No ■ Prefer Not to Answer

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=88.

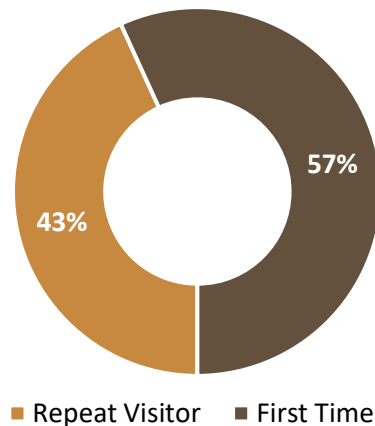
Q. Do you, or anybody in your travel party while in Golden, identify as a person with a disability? Base: All visitors in the follow up sample, n=88.

1. Prefer Not to Answer/Don't Know = 4%

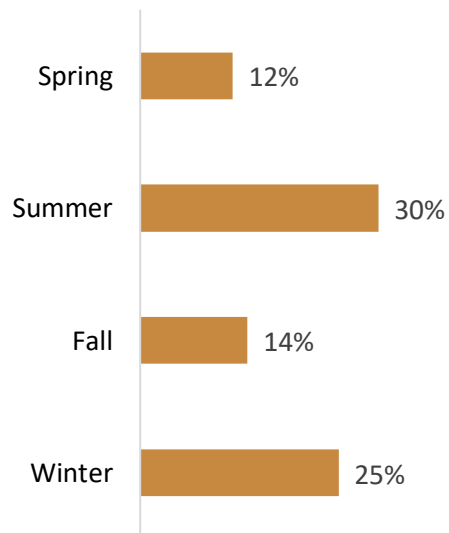


### 3.2. Trip Characteristics

**Been to Golden Before**  
Percentage of Visitors



**Season of Past Visitation<sup>1</sup>**  
Percentage of Golden Visitors



Average Number of Past Trips to Golden:

**4.8**

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

**29%**

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

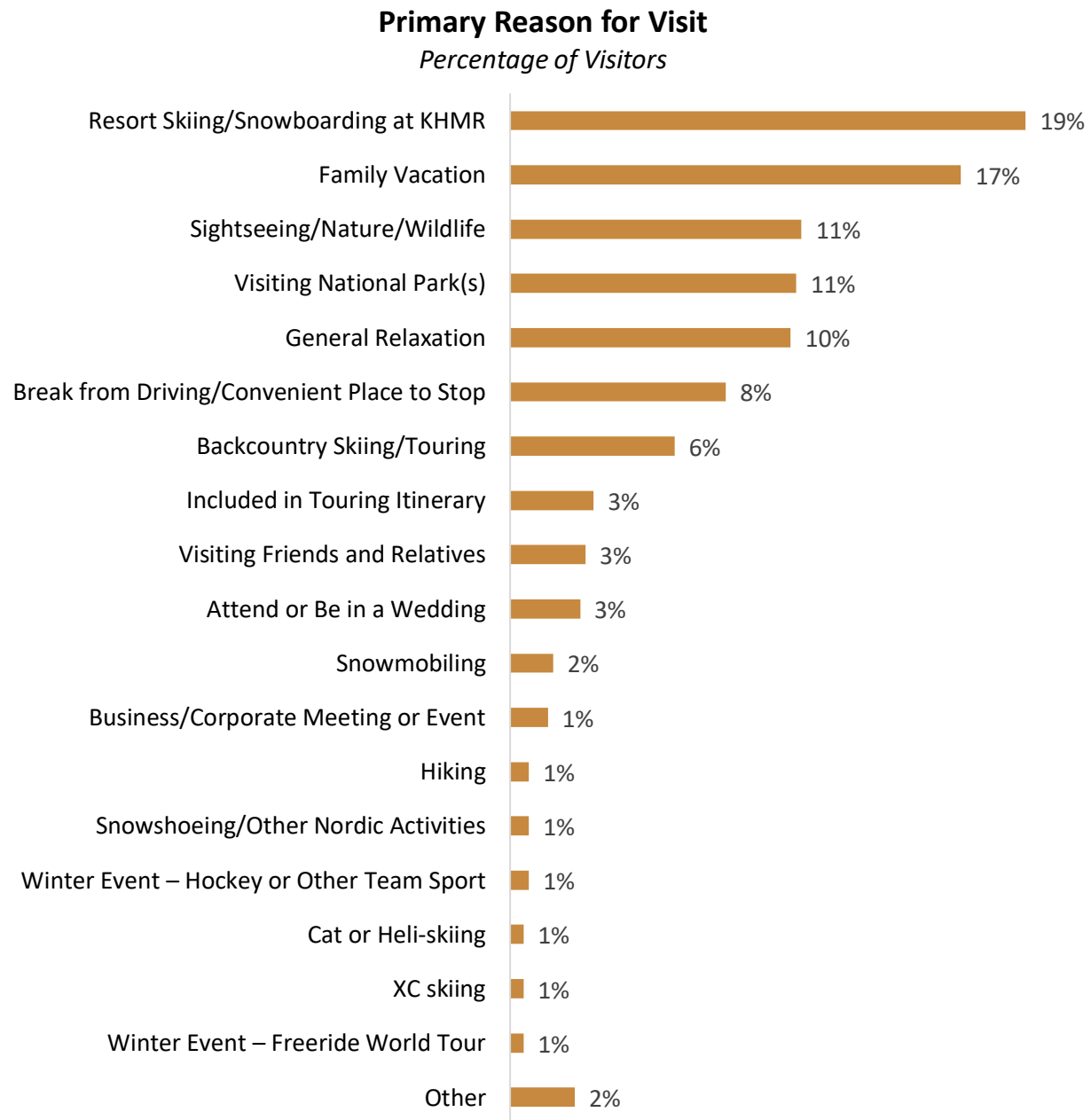
**16%**

Been To Golden? <sup>1</sup>		
	Repeat Visitors	First-Time Visitors
<b>Origin</b>		
BC	23%	12%
AB	46%	19%
Other Canada	23%	26%
USA	3%	28%
Overseas	6%	14%
<b>Primary Reason (Top 5)</b>	1. Resort Skiing/Snowboarding at KHMR (24%) 2. Family Vacation (15%) 3. General Relaxation (11%) 4. Break from Driving/Convenient Place to Stop (10%) 5. Sightseeing/Nature/Wildlife (7%)	1. Family Vacation (18%) 2. Resort Skiing/Snowboarding at KHMR(16%) 3. Visiting National Parks (16%) 4. Sightseeing/Nature/Wildlife (14%) 5. General Relaxation (10%)
<b>Length of Stay</b>		
Day	15%	9%
Overnight	70%	72%
Average Nights	2.97	3.44

1. This table is read as origin, primary reason and length of stay of repeat or first-time visitors. For example, 23% of repeat visitors were from BC, whereas 12% of first-time visitors were from BC. 6% of repeat visitors were from overseas while 14% of first-time visitors were from overseas.

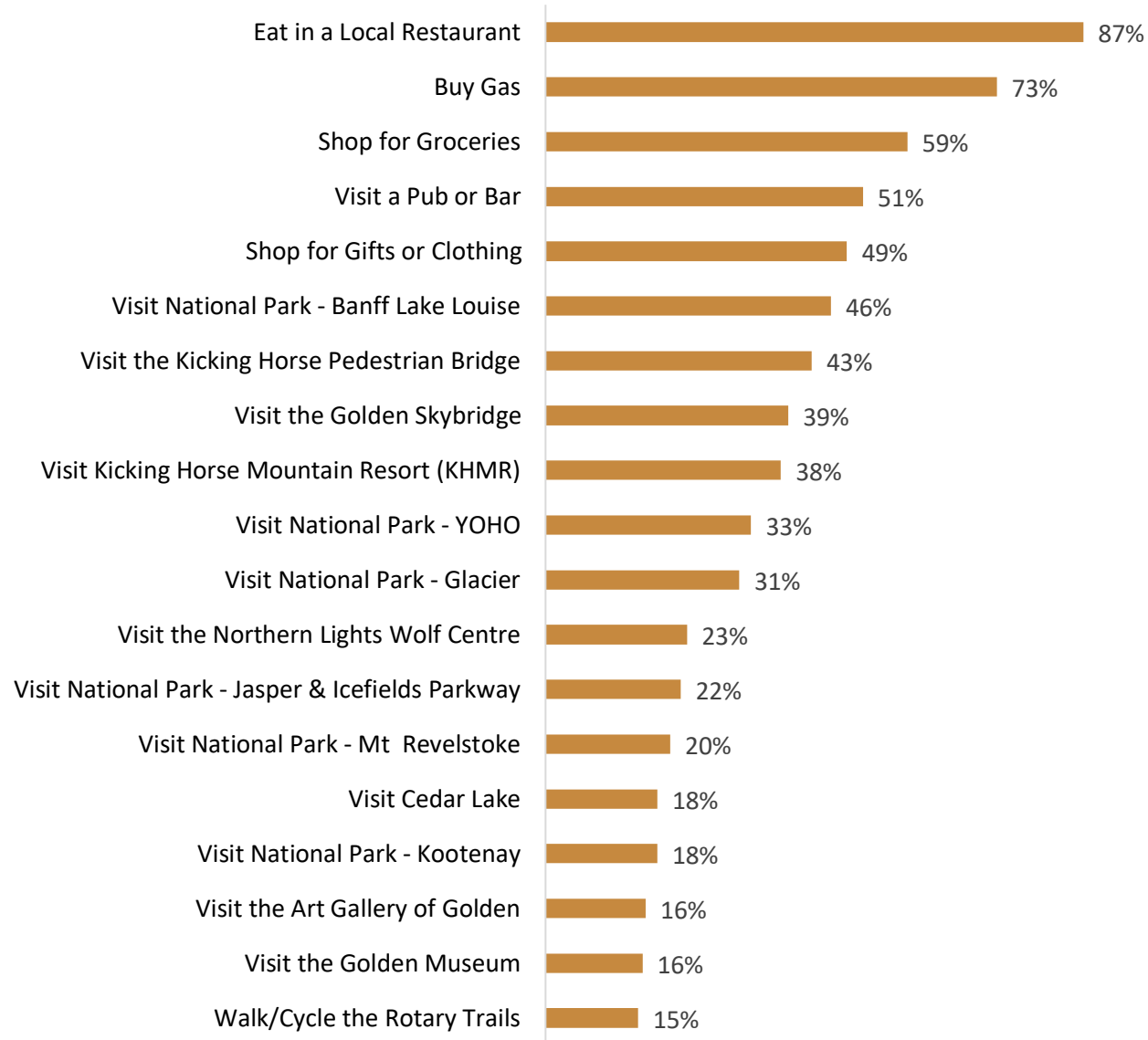
Q. Have you been to Golden on a past trip other than just stopping for a rest break (e.g. gas/food)? **14**  
If yes, in what seasons?

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



# Golden Places Visited<sup>1</sup>

Percentage of Visitors

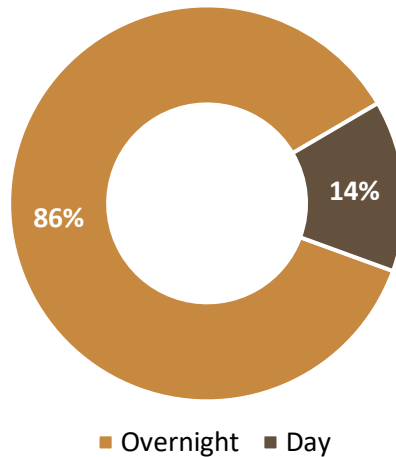


Q. What other activities, if any, are you or your travel party participating in while in Golden? / While in Golden, have you or do you plan to go to the following places?

Base: All intercept respondents, n=420.

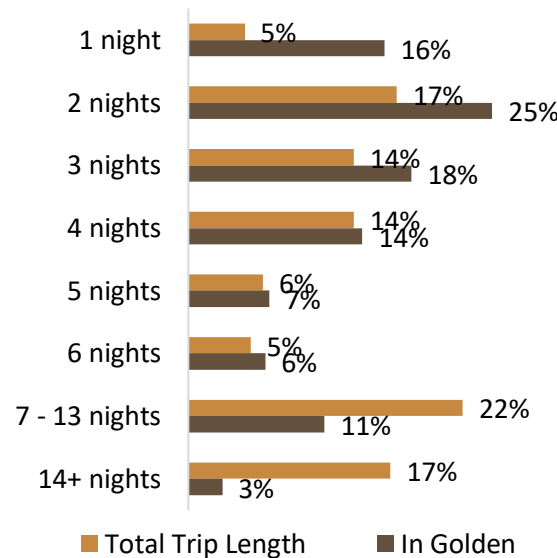
1. Golden visitors could respond with more than one response, so the sum totals more than 100%. Only responses of 15% or more are presented in this chart.

### Length of Stay in Golden Percentage of Visitors



Q. What is your total trip length?  
Base: All intercept respondents excluding  
Not Sure/No Response, n=372.

### 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=318 / Base: Day Visitors, n=43.

**Average Overnight Trip Length:**  
**7.2 nights**

**Average Nights in Golden:**  
**3.6 nights**

**Time in Golden/Total Trip Length:**  
**45%**

**Average Hours in Golden (Day Visitors):**  
**4.7 hours**

**Average Travel Party Size:**  
**2.9 people (2.5 adults, 0.4 children)**

**% with Children in Travel Party:**  
**24%**



Q. Including yourself, how many people were in your travel party on this trip? How many were children under 18 and how many were adults?  
Base: All intercept respondents, n=466.

**Percent of Visitors Travelling in a Group:**  
**3%**

#### Type of Group<sup>1</sup>:

- Leisure Tour Group (50%)
- Sports Group (33%)
- Other (8%)

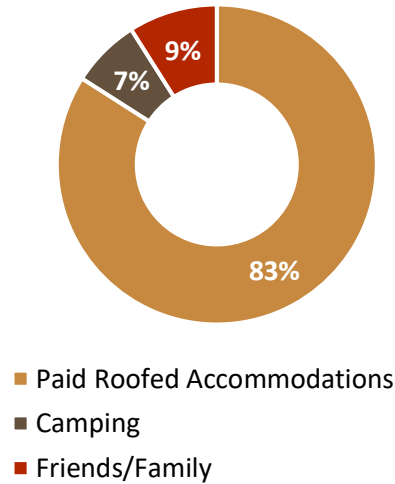
Q. Are you travelling as part of a group where your accommodations and activities were booked for you by a third party (e.g. tour operator, travel agent)?

Q. What kind of group is it?  
Base: All intercept respondents, n=465.

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

### Golden Overnight Accommodation

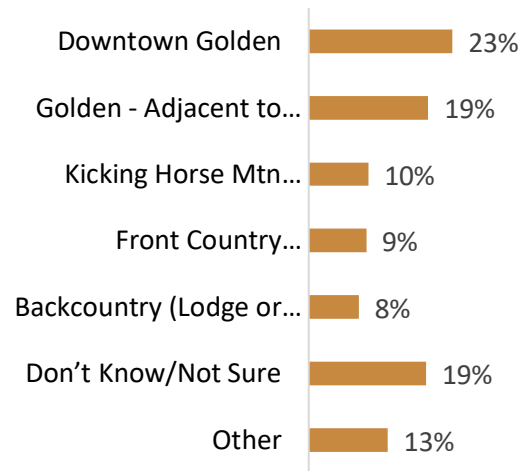
Percentage of Visitors



Q. In Golden, are you staying in paid roofed accommodations, camping or with friends and family?  
Base: All overnight visitor intercept respondents, n=303.

### Paid Accommodation Location

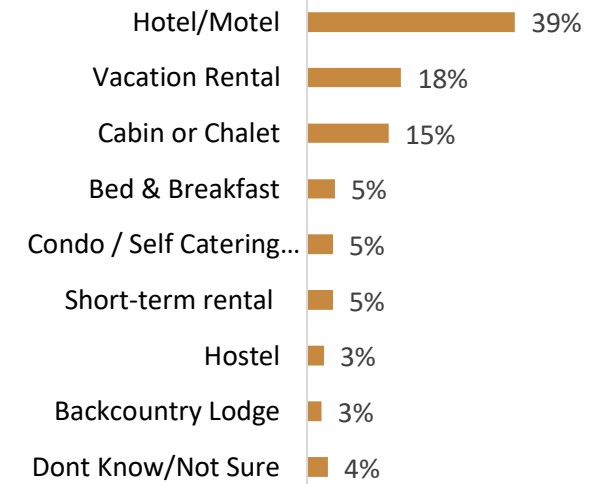
Percentage of Visitors



Q. What is the location of your accommodation or campsite?  
Base: All overnight visitor intercept respondents staying in paid accommodations, n=262.

### Accommodation Type<sup>1</sup>

Percentage of Visitors



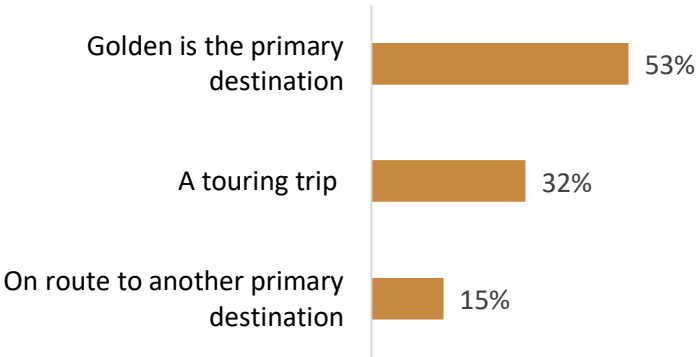
Q. What type of accommodation are you staying in?  
Base: All overnight visitor intercept respondents staying in paid accommodations, n=247.

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=442.

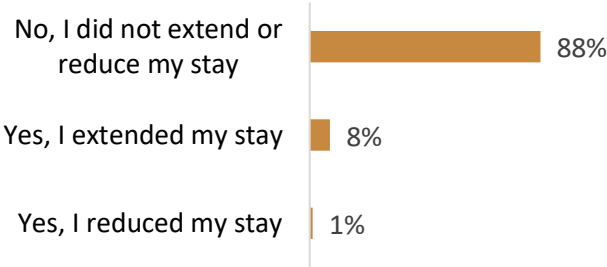
Other Primary Destinations

(66 responses)

- Banff/ Lake Louise/Jasper/Yoho (30%)
- Other BC (23%)
- Other AB (11%)
- Calgary/Edmonton (6%)
- Revelstoke (6%)
- Vancouver (6%)
- Penticton/Kelowna/ Okanagan (5%)
- Rockies (general) (5%)
- Kicking Horse (3%)
- Golden (3%)
- Vancouver Island/Victoria/Tofino (2%)
- Kamloops (2%)

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

Percentage of Visitors<sup>FU</sup>

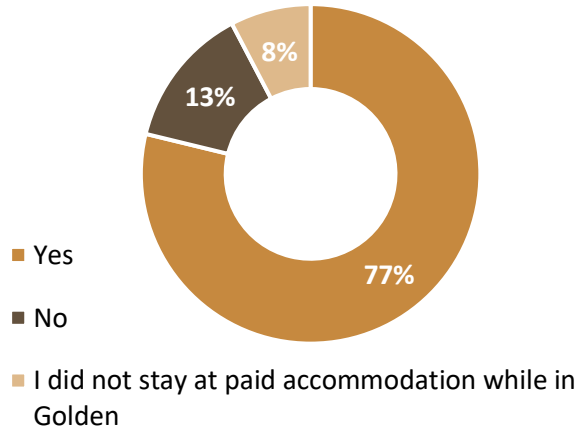


Q. After your arrival in Golden did you reduce or extend your stay from what you originally planned?  
Base: All Visitor Follow Up respondents, n=94.

### 3.2.1. Accommodation Booking

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

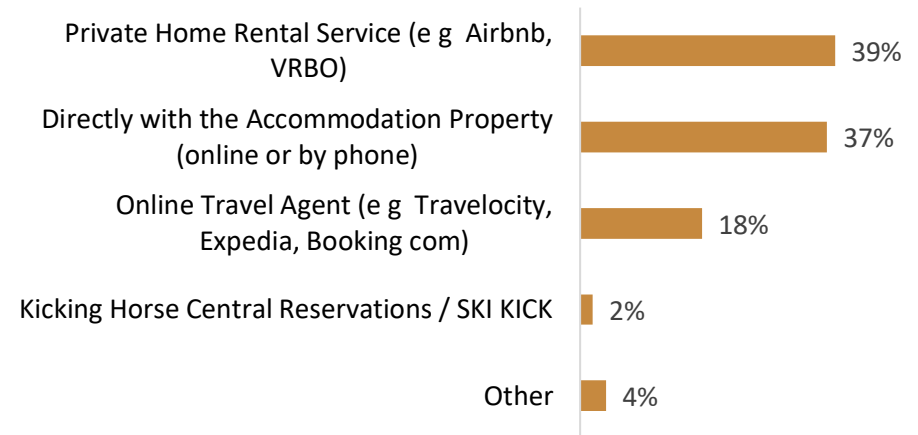
Percentage of Visitors<sup>FU</sup>



Base: All Visitor Follow Up respondents, n=92.

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

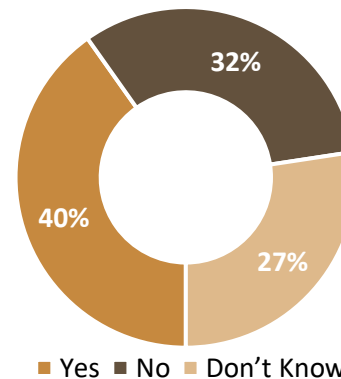
Percentage of Visitors That Pre-Booked/Reserved<sup>FU</sup>



Base: All Visitor Follow Up respondents, n=71.

#### 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<sup>FU</sup>



Base: All Visitor Follow Up respondents that used a private home rental, n=25.

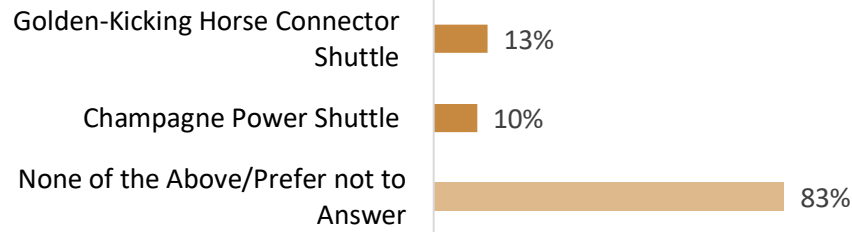
	Trip Characteristics by Market <sup>1</sup>					
	BC	Alberta	Other Canada	USA	Overseas	TOTAL
<b>Been to Golden?</b>						
First Time	41%	36%	60%	93%	76%	57%
Repeat Visitor	59%	64%	40%	7%	24%	43%
<b>Travel Party Size</b> (Average)	2.6	3.1	2.9	2.8	2.9	2.9
<b>Type of Trip</b>						
Golden is Primary Destination	63%	70%	45%	48%	17%	53%
Touring Trip	19%	16%	43%	34%	72%	32%
Other Primary Destination	19%	15%	12%	18%	11%	15%
<b>Primary Reasons for Visiting (Top 5)<sup>1</sup></b>	1. Break from Driving / Convenient Place to Stop (18%) 2. Resort Skiing/Snowboarding at KHMR (15%) 3. Family Vacation (12%) 4. Visiting National Parks (7%) 5. General Relaxation (7%)	1. Resort Skiing/Snowboarding at KHMR (22%) 2. Family Vacation (20%) 3. General Relaxation (18%) 4. Break from Driving / Convenient Place to Stop (8%) 5. Sightseeing/ Nature/Wildlife (7%)	1. Resort Skiing/Snowboarding at KHMR (20%) 2. Sightseeing/ Nature/Wildlife (15%) 3. Family Vacation (14%) 4. Visiting National Parks (11%) 5. Backcountry Skiing/Touring (9%)	1. Visiting National Parks (26%) 2. Family Vacation (22%) 3. Resort Skiing/Snowboarding at KHMR (14%) 4. Sightseeing/ Nature/Wildlife (13%) 5. General Relaxation (8%)	1. Resort Skiing/Snowboarding at KHMR (23%) 2. Sightseeing/ Nature/Wildlife (18%) 3. Visiting National Parks (18%) 4. Family Vacation (14%) 5. Included in Touring Itinerary (7%)	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%)
<b>Length of Stay</b>						
Day (Hours)	18%	22%	7%	9%	9%	14%
Overnight	82%	78%	93%	91%	91%	86%
Average Nights	3.1	2.6	4.0	4.5	4.5	3.6
<b>Accommodation</b>						
Paid Roofed Accommodation	83%	86%	80%	86%	82%	83%
Camping	2%	7%	6%	11%	9%	7%
Friends/Family	15%	7%	12%	2%	9%	9%
<b>Average Expenditures</b> (Per Trip/Per Party)	\$1,295.56	\$1,153.01	\$1,896.94	\$2,142.00	\$1,599.74	\$1,547.77

2. 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? <sup>FU</sup>**

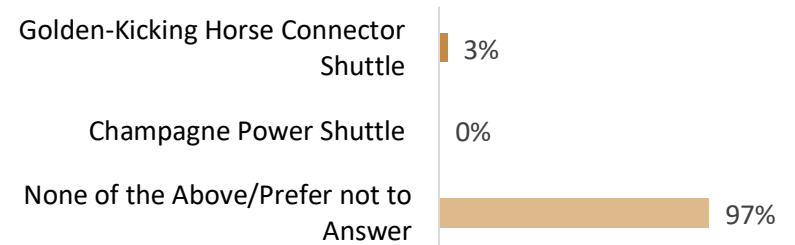
*Percentage of Visitors FU*



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

**Which of the following shuttle services did you use on this visit? <sup>FU</sup>**

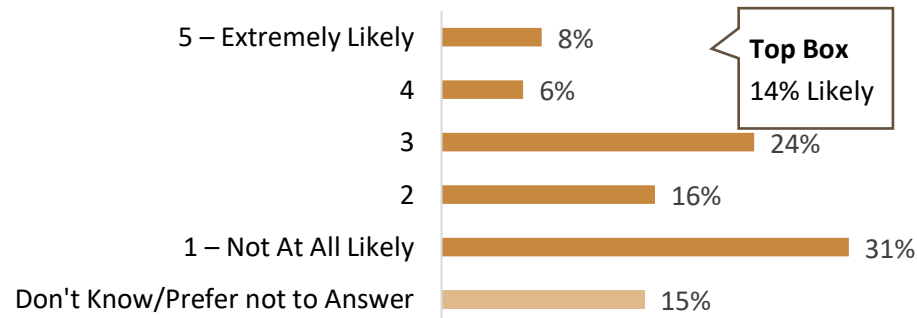
*Percentage of Visitors FU*



*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? <sup>1,2</sup>**

*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) <sup>1</sup>			
	Visitor Party		Per Person	
	Trip Expenditures	Daily Expenditure <sup>2</sup>	Trip Expenditures <sup>3</sup>	Daily Expenditure <sup>4</sup>
Day Visitors (n=18)	\$928.89	\$928.89	\$323.66	\$323.66
Overnight Total (n=163)	\$1,637.91	\$453.71	\$559.01	\$154.85
Overnight – VFR <sup>5</sup> (n=15)	-	-	-	-
Overnight - Paid Roofed (n=133)	\$1,726.58	\$478.28	\$589.28	\$163.23
Overnight – Camping <sup>5</sup> (n=7)	-	-	-	-
<b>Overall</b>	<b>\$1,547.77</b>	<b>\$482.17</b>	<b>\$531.88</b>	<b>\$165.69</b>

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.
5. Small sample sizes, therefore data is not reported.

	Expenditures in Golden – Averages in Each Category <sup>1</sup>							
	Paid Accomm.	Food and Beverage	Transportation	Shopping	Attractions	Outdoor Recreation	Other Entertainment	Other Expenditures
<b>Overnight – PAID ROOF (n=37)</b>								
% spent on	47%	17%	16%	8%	3%	8%	2%	1%
\$ spent on	\$808.19	\$288.30	\$272.33	\$136.21	\$44.30	\$130.91	\$33.91	\$12.41
<b>Overall (n=57)<sup>2</sup></b>								
% spent on	36%	21%	17%	9%	6%	9%	3%	1%
\$ spent on	\$550.84	\$324.10	\$256.17	\$135.24	\$86.69	\$138.97	\$42.80	\$12.94

1. The percent of expenditures presented in each category are collected in the follow-up online survey. Overall, n = 37. Overnight – PAID ROOF n = 57, Sample sizes were small for Overnight-VFR (3), Overnight-Camping (2), and Day (8) visitors, therefore data is not reported. The average overall expenditures from the on-site interview were multiplied by the average percentage in each expenditures category to equal the average dollars spent for each category.
2. Includes all overnight and day visitors.

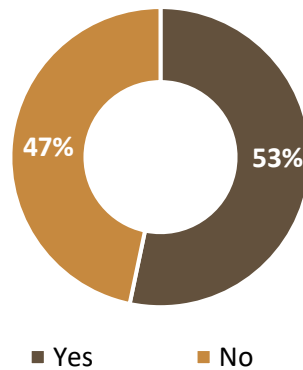


### 3.5. Awareness, Decision Making and Perceptions

#### 3.5.1. Awareness

##### Aware of Golden Before Visit?<sup>1</sup>

Percentage of First Time Visitors

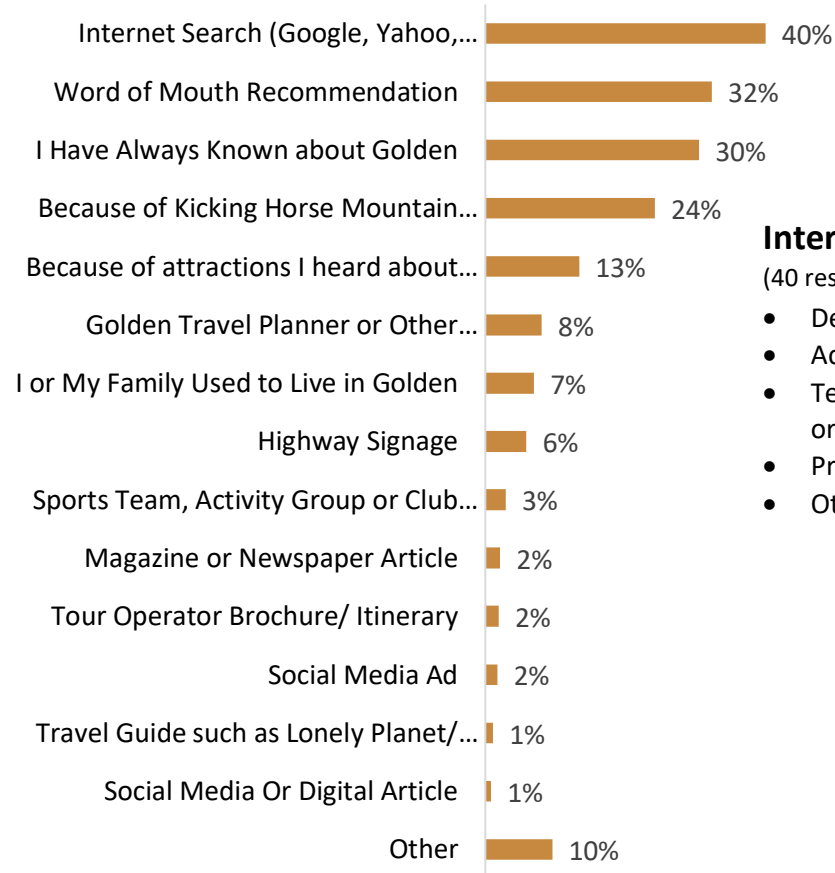


Q. Were you aware of Golden before planning this visit?

Base: All intercept respondents, n=242.

##### How Did You Originally Find Out About Golden?<sup>2,3</sup>

Percentage of Visitors<sup>FU</sup>



##### Internet Search Terms Used<sup>3</sup>:

(40 responses, small sample sizes)

- Destination-Related Terms (72%)
- Activity-Related Terms (60%)
- Terms-Related to Specific Wants or Needs (34%)
- Price-Related Terms (18%)
- Other (6%)

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

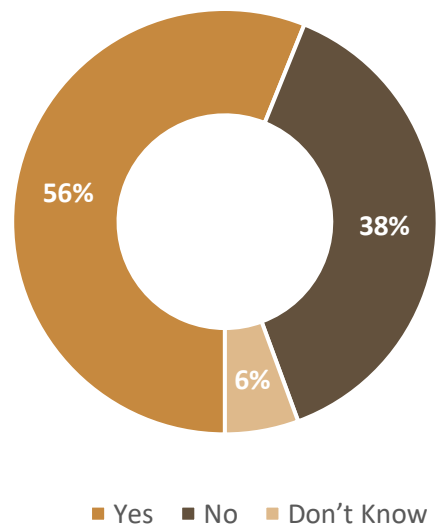
Base: All visitors in the follow up sample, n=40.

1. This question was only asked of people that had not been to Golden on previous trips.
2. Other include, Family and friends live in Golden, Rogers pass Skiing, Golf, hut trip, Air BNB, grew up in Invermere, searching for place to get married.
3. Golden visitors could respond with more than one response, so the sum totals more than 100%.

3.5.2. Decision Factors

Consider Other Destinations?

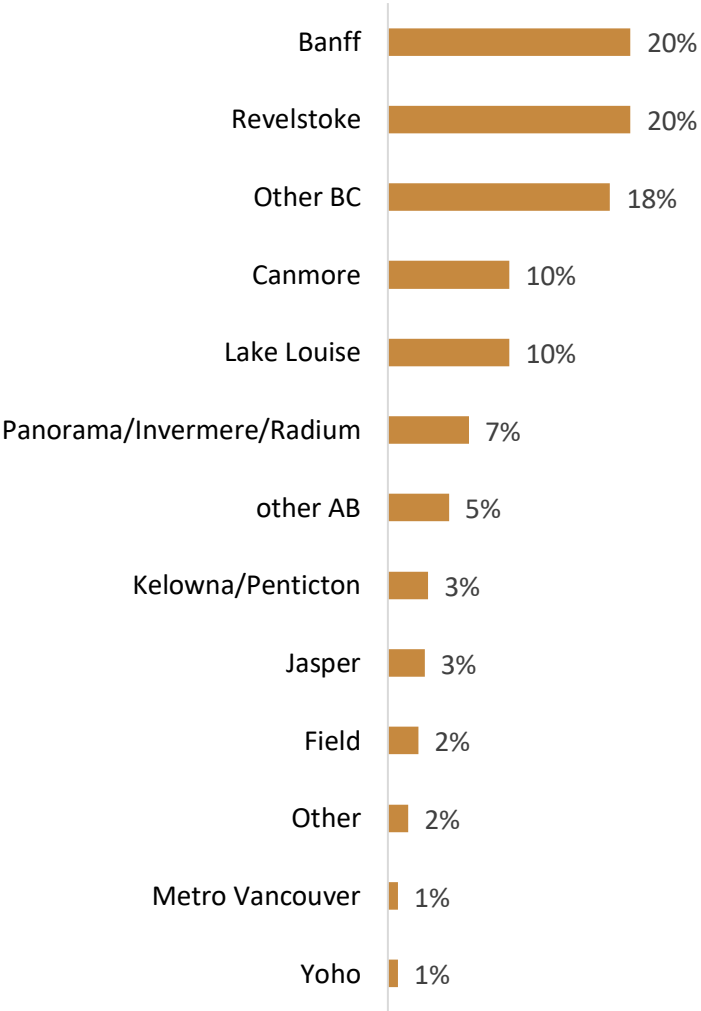
Percentage of Visitors<sup>FU</sup>



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 All visitors in the follow up sample , n=99.

Other Destinations Considered<sup>1,2</sup>

Percentage of Visitors<sup>FU</sup>

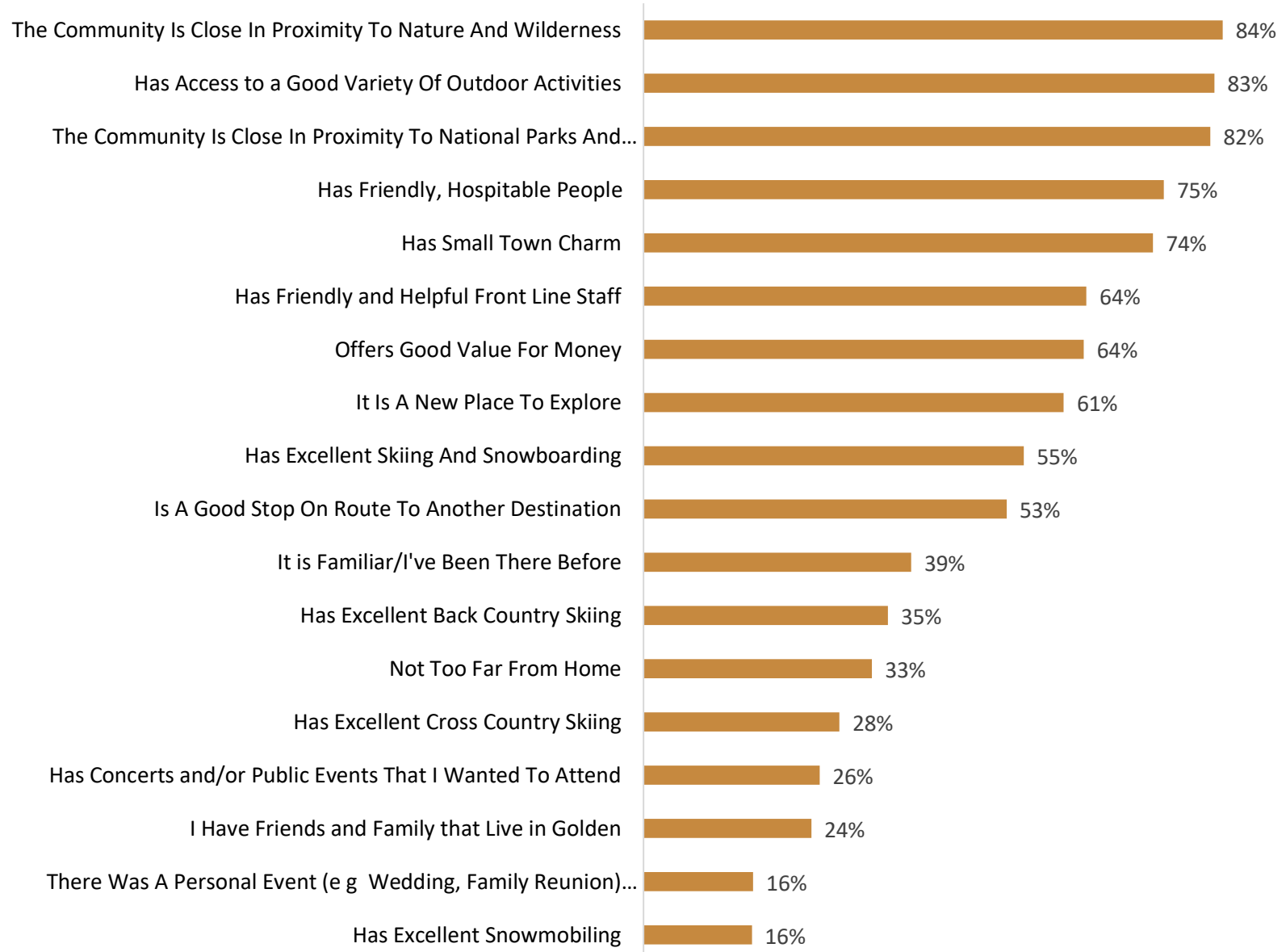


Q. What other destinations did you/your travel party consider?  
Base: All visitors in the follow up sample who considered other destinations, n=54.

1. Visitors could respond with more than one response therefore the percentages add up to more than 100%. 54 visitors suggested 424 other destinations.  
2. Small sample sizes exist.

## How Important Was Each Factor In Deciding To Visit Golden?

Percentage of Visitors<sup>FU</sup>



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=94-98.

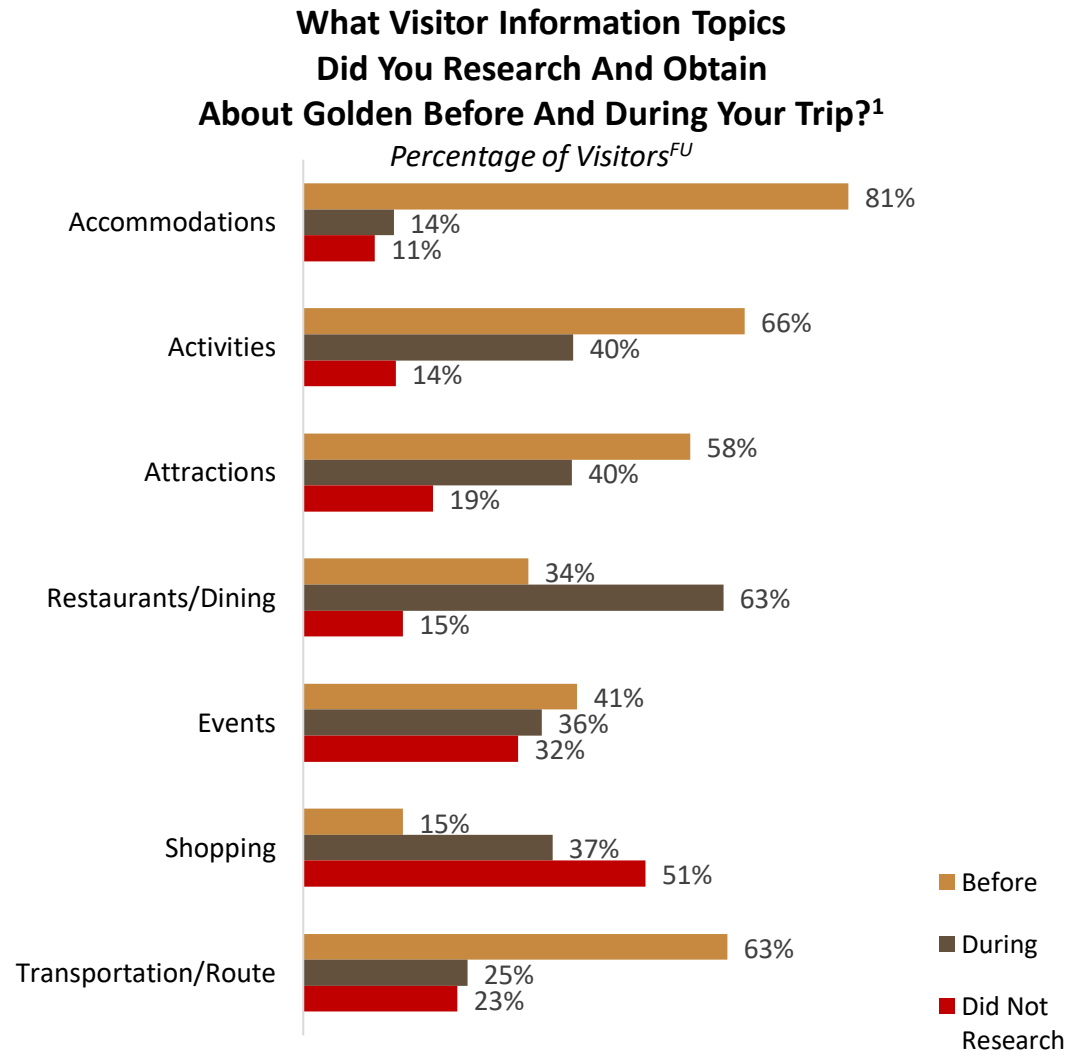
### 3.5.3. Perceptions

What Are Three Words You Would Use to Describe Golden? <i>FU</i>		
Groups of Topic Words	Percentage of Responses <sup>1</sup>	Topic Word Examples
Small/Quite/Quaint/Relaxing/Community/Comfortable	22%	<i>Small town, quiet, quaint, calm, Relaxing, Charming</i>
Beautiful/Scenery/Landscape	20%	<i>Breathtaking, Scenic, Mountains, Spectacular</i>
Outdoorsy/Adventure/Recreation	10%	<i>Outdoorsy, outdoor lifestyle, active, adventure, explorative,</i>
Awesome/Good/Fantastic	9%	<i>Lovely, enjoyable, fun, awesome, fantastic, wholesome</i>
Nature/Natural	7%	<i>Nature filled, Nature, Rivers, Parks</i>
Other	7%	<i>Hot, Golden, Safe, Gateway to BC</i>
Mountains	5%	<i>Mountains, Rockies</i>
Friendly People	4%	<i>Friendly, welcoming</i>
Skiing/Snowboarding/Winter Sports	4%	<i>Snow, pow</i>

1. All visitors in the follow up sample. 76 visitors suggested 206 words. Totals do not add to 100% because visitors could have suggested multiple words. Only categories with 4% or more are shown in the table.

## 3.6. Visitor Information Services

### 3.6.1. Visitor Information



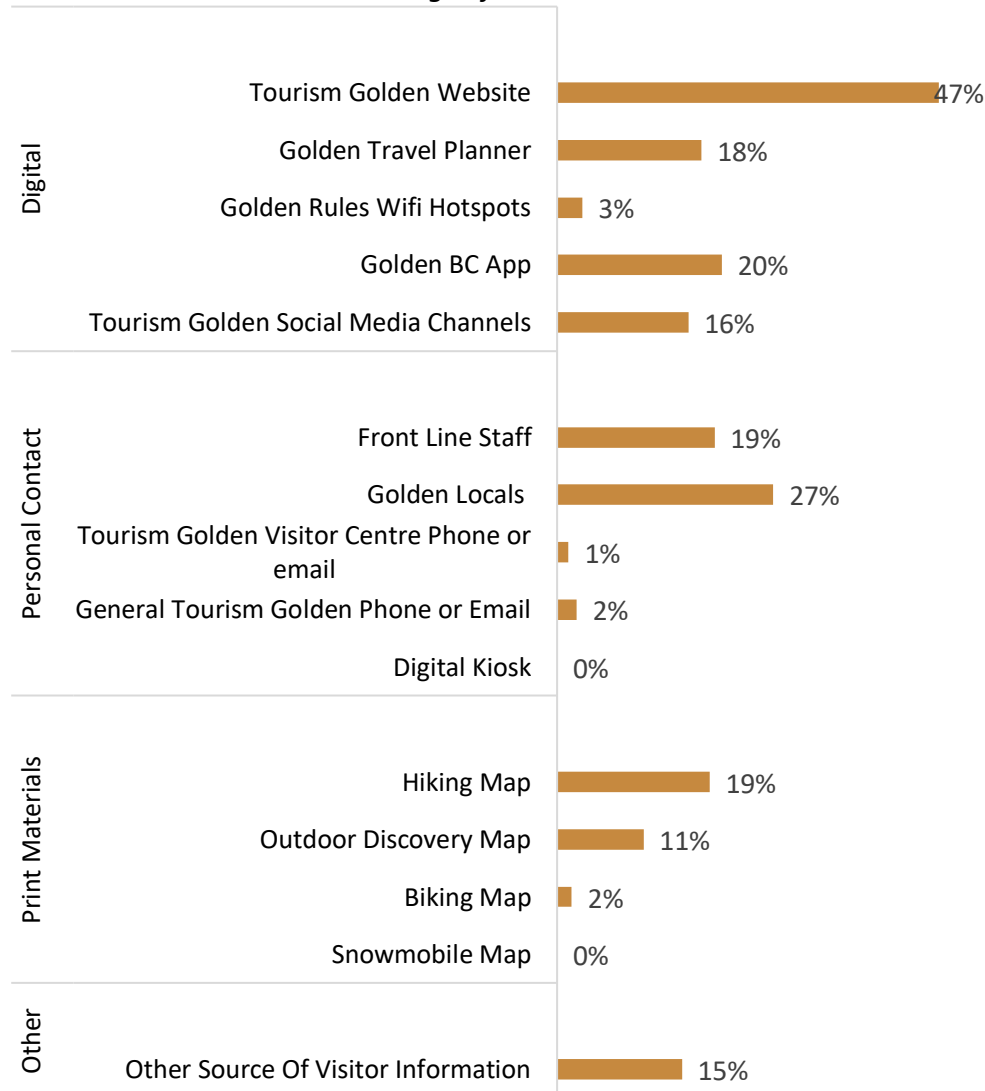
Base: All Visitor Follow Up respondents, n=97.

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



## Services Used to Obtain Visitor Information<sup>1</sup>

Percentage of Visitors<sup>FU</sup>



## Other Services/Sources Used to Obtain Visitor Information:

(13 responses)

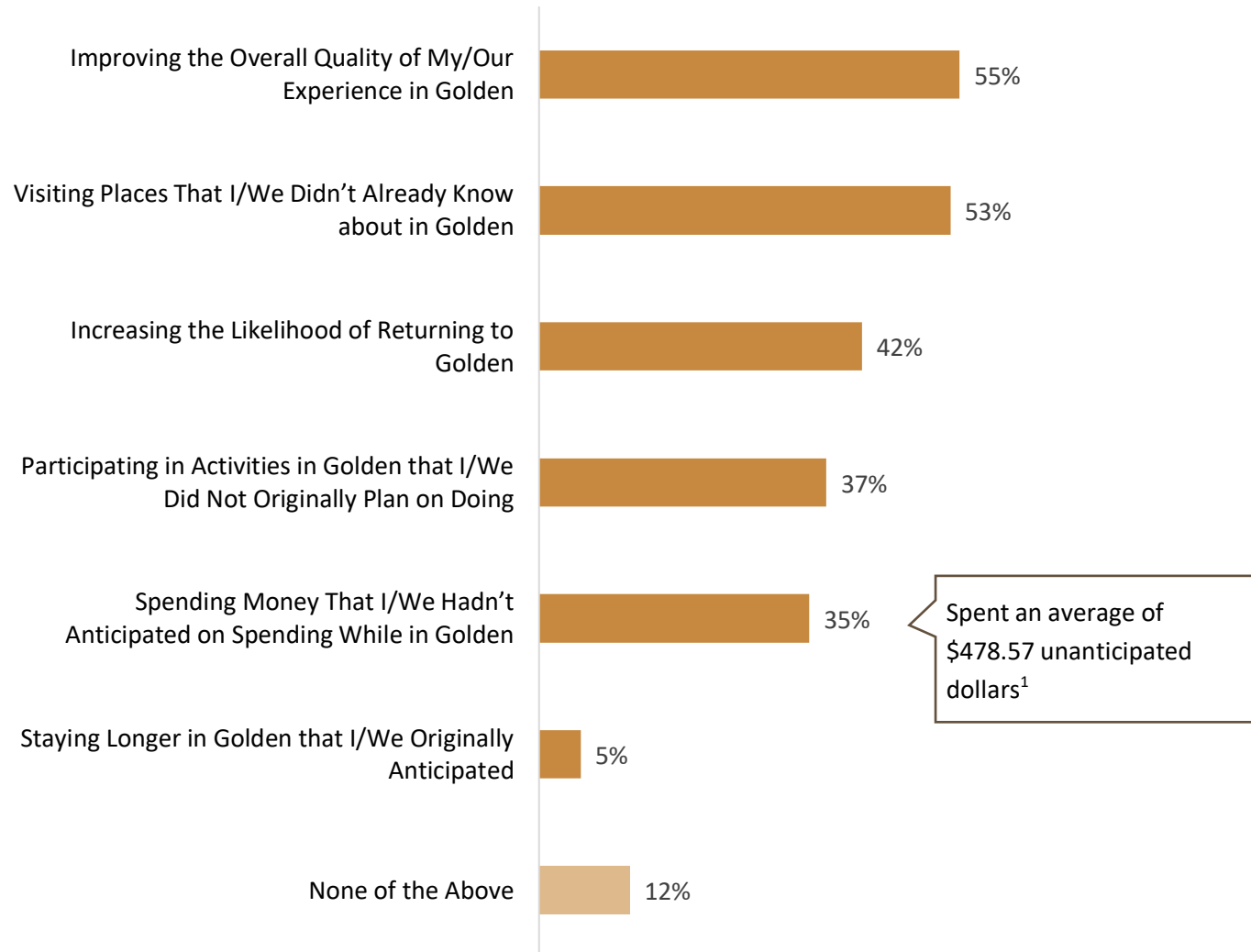
- Generic web searches
- Kicking Horse Mountain resort map
- Family Recommendations
- Local people to Golden
- Other websites/apps such as AllTrails
- Pamphlet in the airbnb that had all sorts of activities
- Trailforks
- Local business websites, FB pages, Google reviews
- Google, Reddit
- The host we were staying with
- Skiing map

Q. While in Golden, did you use any of the following services to obtain visitor information? Base: All Visitor Follow Up respondents, n=97.

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...<sup>1</sup>

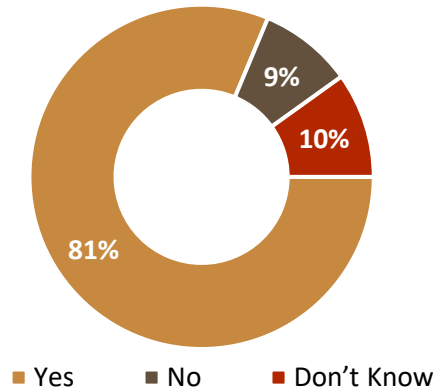
Percentage of Visitors Responding 4 or 5 on Agreement Scale<sup>FU</sup>



1. Small sample sizes exist (n=14), please use caution when interpreting.

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

Percentage of Visitors<sup>FU</sup>



### What Visitors Weren't Able to Find<sup>1</sup>

(8 responses)

- Activities
- Attractions and price of those
- Age/condition of hotels
- Current Restaurant info
- Did not find information on closings for Easter
- Local guide
- More about small activities
- Opening times and weather/path 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=97.

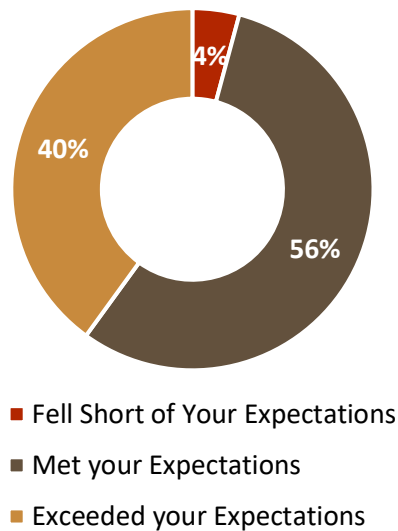
1. Small sample sizes exist, please use caution when interpreting.

### 3.7. Evaluation of Golden Tourism Experiences

#### 3.7.1. Meeting Expectations

##### How Did Golden Meet Your Expectations?

Percentage of Visitors



##### Reasons Golden Fell Short/Met/Exceeded Expectations:

(411 visitors had 174 reasons)

###### Exceeded (74 reasons)

*"There is much more to do in Golden and surrounding areas than originally anticipated"*

*"It is amazing!!! Not too busy and touristy, however still has all the amenities that you need. Great feel and atmosphere. Absolutely stunning location"*

*"Great snow, back country lodges, backcountry skiing conditions, small town"*

###### Met (92 reasons)

*"Cute mountain town, food options, walking pathways by the water, groceries"*

*"Beautiful town! Easy to get around!"*

*"Everything is close and walkable, beautiful scenic spots and great mountain resort"*

###### Felt Short (8 reasons)

*"I had heard big things about Golden but it didn't lived up to the hype, perhaps we haven't visited or explored its beauty or all the things that the town has to offer yet"*

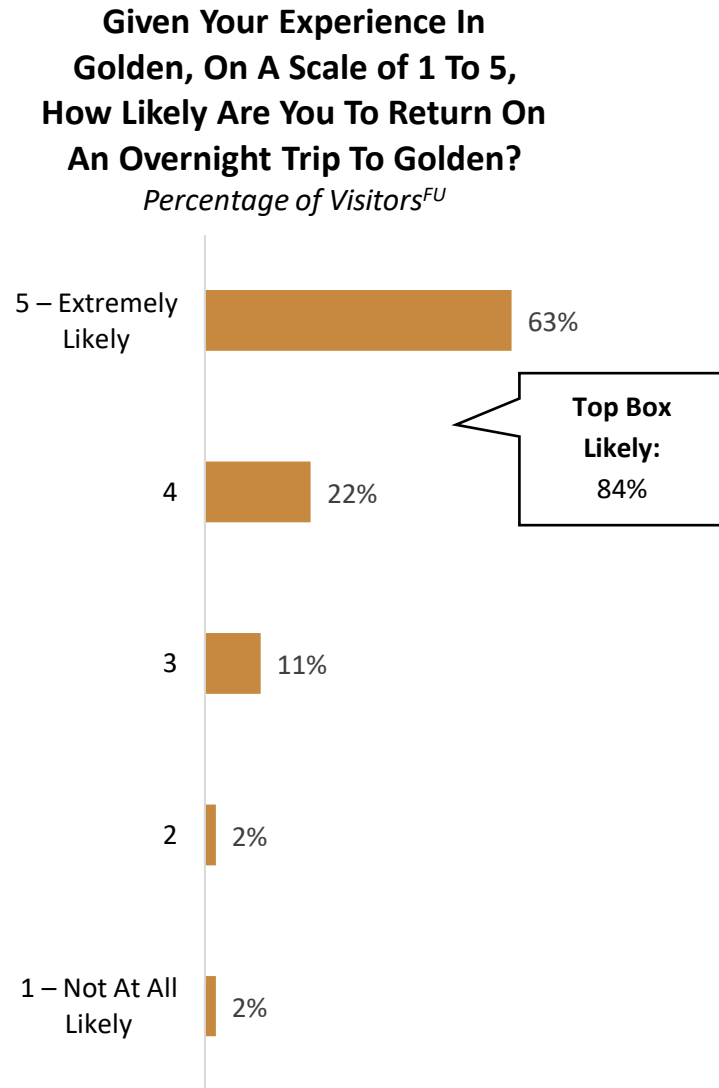
*"More readily information about the attractions need to be available. Down town is not good and can be improved like Canmore. More facilities at the near by visitor attractions"*

*"Because the sky bridge is closed and should be open and just shovelled in the winter months"*

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

Base: All intercept respondents, n=411.

### 3.7.2. Likelihood of Return to Golden



### Average Likelihood of Return:

## 4.4

	Likelihood of Return Segment <sup>1,2</sup>	
	Likely	Not Likely/Neutral
<b>Origin</b>		
BC	22%	21%
AB	39%	29%
Other Canada	15%	21%
USA	12%	14%
Overseas	12%	14%
<b>Primary Reason (Top 3)</b>	1. Resort Skiing/Snowboarding at KHRM (27%) 2. Family Vacation (15%) 3. General Relaxation (11%)	1. Family Vacation (36%) 2. – 3. –
<b>Length of Stay</b>		
Day (hours)	10%	29%
Overnight	85%	57%
Average Nights	3.9	2.6

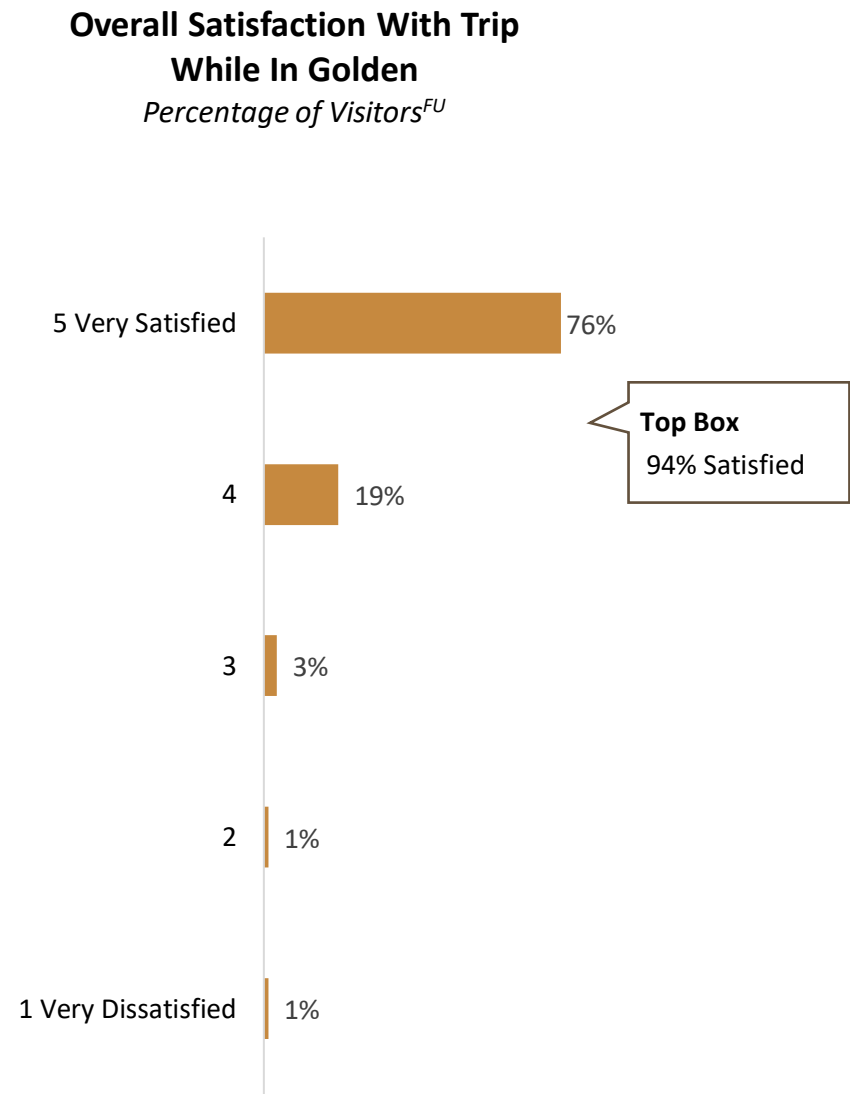
1. Likely are visitors that scored Golden as a '4' or '5' on the likelihood to return scale (n=74). Somewhat/Not Likely scored '1', '2' or '3' and had very small sample sizes (n=14), please use caution when interpreting.
2. This table is read as origin, primary reason and length of stay as a percent of visitors that were likely or not likely to return. For example, 22% of visitors likely to return were from BC, whereas 21% of visitors not likely to return were from BC.

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

33

Base: All visitors in the follow up sample excluding DK/PNA, n=88.

3.7.3. Overall Satisfaction With Trip

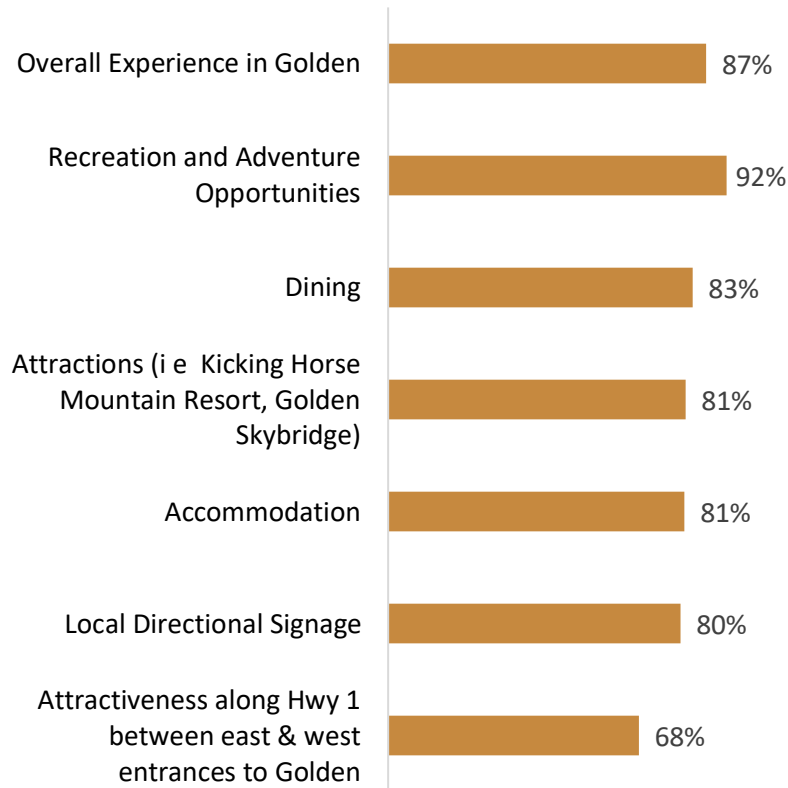


Q. Overall, how satisfied are you with your trip while in Golden?  
Base: All visitors in the follow up sample excluding PNA, n=90.

### 3.7.4. Tourism Experience Components

#### Please Rate Your Experience of Each Component of Your Visit to Golden<sup>FU1</sup>

Top Box Responses - Percentage of Visitors  
Responding 4 or 5



Scale: 1 = Very Poor and 5 = Excellent

Component	Average Rating			
	Winter 2024-25	2024	2023	2019
Overall Experience in Golden	4.4	4.4	4.4	4.6
Recreation and Adventure Opportunities	4.5	4.5	4.6	4.6
Attractions (ie Kicking Horse Mountain Resort, Golden Skybridge)	4.2	4.4	4.4	N/A
Local Directional Signage	4.2	4.2	4.2	N/A
Accommodation	4.2	4.1	4.2	4.4
Dining	4.2	4.0	4.1	4.1
Attractiveness along Hwy 1 between east & west entrances to Golden	3.9	4.0	4.0	N/A

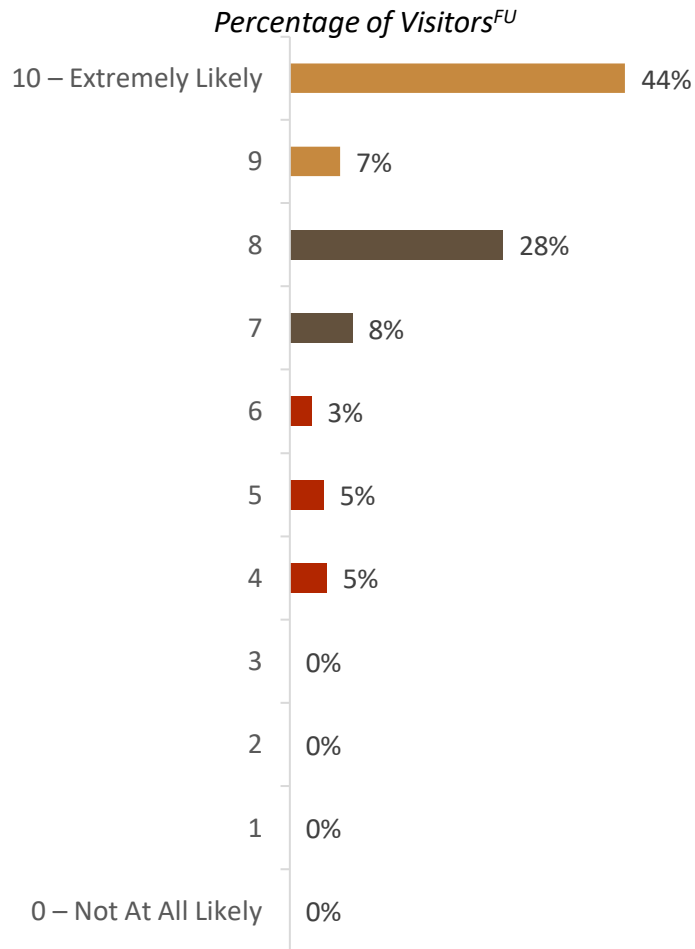
Q. On a scale of 1 to 5, where 1 is 'very poor' and 5 is 'excellent', please rate your experience of each component of your visit to Golden.

Base: All visitors in the follow up sample excluding PNA/NA, n=72-89.

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?**



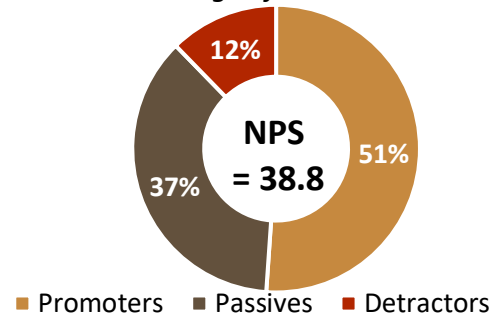
Scale: 0 = Not Likely At All and 10 = Extremely Likely

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 who had Golden as their primary destination excluding DK, n=62.

### Golden's Overall Net Promoter Score

Percentage of Visitors<sup>FU</sup>



### NPS By Market<sup>3</sup>:

BC = --  
 Alberta = --  
 Other Canada = --  
 USA = --  
 Overseas = --

	NPS Segment <sup>1,2</sup>	
	Promoters	Passives and Detractors
<b>Origin</b>		
BC	13%	36%
Alberta	36%	38%
Other Canada	27%	19%
USA	19%	8%
Overseas	6%	0%
<b>Primary Reason (Top 3)</b>	1. Family Vacation (17%) 2. Resort Skiing/Snowboarding at KHMR (16%) 3. General Relaxation (13%)	1. Resort Skiing/Snowboarding at KHMR (29%) 2. Backcountry Skiing/Touring (16%) 3. General Relaxation (14%)
<b>Length of Stay</b>		
Day (Hours)	10%	12%
Overnight	90%	88%
Average Nights	4.8	4.2

1. This table is read as origin, primary reason and length of stay as a percent of promoters or passives/detractors visitors who state Golden is primary destination. For example, 13% of promoters were from BC, whereas 36% of passives/detractors were from BC.
2. Small sample sizes for Primary Reasons, Promoters (n=31)/ Passives and Detractors (n=31).
3. NPS by Market: Very small sample sizes, therefore data is not reported.



### What about your trip to Golden led to your {NPS RATING} out of 10 (Extremely Likely) response? (62 visitors had 47 comments)

#### Promoters

*Beautiful place to visit and explore*

*Beautiful scenery, welcoming locals, various options of entertainment, good dining options*

*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 really loved the area and all the activities to do, sites to see, and places to eat!*

*backcountry ski /heli ski / hut trip experiences*

*Beautiful*

*Beautiful scenery, amazing experience in Skybridge and rail ride coaster*

*Community was lovely. Kicking Horse Resort was quiet (gondola down) - but the resort innovated and made the trip great anyway.*

*Golden is the place I come to when the weight of the world is on my shoulders and when I need to feel alive again. I've lived in the prairies my entire life but as soon as I came to Golden, I felt like I had found the place that my soul can breathe again. Golden feels like home and my husband and I have felt the magic of Golden every time we come to visit.*

*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 just love the town. Both its location between national parks, the mountains surrounding it, the small town charm. Just love it*

*I love the place. The nature, the smell of the mountain air. Still has its small town charm.*

*It is a calm and pretty little Town with nice people and it has the most necessary stores:)*

*it was a beautiful place to visit and already planning another business trip and a few personal trips this year*

*It's a great safe place*

*It's a quiet little mountain town*

*It's beautiful and relatively close to Calgary. it has all the beauty of the surrounding parks without the crowds (and prices).*

*It's just the overall experience has been very positive.*

*I've always appreciated going to Golden and I've already recommended this destination to friends in the pass*

*My family is playing hockey there. Also it is gorgeous.*

*Options of cheaper accommodation but not too far from Kicking Horse resort. Kicking Horse resort and Eagle's Nest restaurant. Peace and calm urban setting. Friendly and accommodating staffs.*

*Outdoor recreation*

*People are friendly and the outdoor activities*

*Small town charm, good food, easy to get around, amazing outdoors*

*The mountain Biking and more specifically being in the mountains*

## Passives

*Close to home, small town vibe but with great skiing and food options*

*good mountain access, cheap accommodation options, fun night life*

*KH is good but needs development. Golden is good but could benefit from a larger variety of restaurants*

*Easy to get to, scenic drive, natural beauty*

*excitation!*

*Family and friends live there*

*I like Golden, I like it's small town flair and the scenery around it and everything it has close access to.*

*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.*

*Its just a super nice destination if you are planning to do outdoor activities. Far out from the airport but its nice*

*Kicking Horse a beautiful mountain*

*Lots to do skiing and biking*

*Mountains and its not Banff levels of touristy. Authentic.*

*My husband and I got married in Golden and so got to go visit where we got married on Valentines Day and went to White Tooth Bistro for a date. Then we met up with family for 3 nights and shared an Air BNB so we could explore the place. Went to cafes, the Games and Arcade spot was a hit and just getting to spend family time together. The other family lives in Alberta so Golden was the half way point for us and them which is why we picked it.*

*Never give a perfect unless extremely rewarding*

*Nice little town*

*Our daughter lives there and we like the city, the people and the surroundings. We run, snowboard, hike Mount 7 and have fun! We love the lifestyle*

## Detractors

*Lack of affordable accommodations on hill and lack of affordable, but also nice accommodations in town or adjacent*

*Good place to stay if wanting to do outdoor activities, otherwise, the price to quality/experience wasn't too high*

*I am not as impressed by KHR as others. I find the resort limited.*

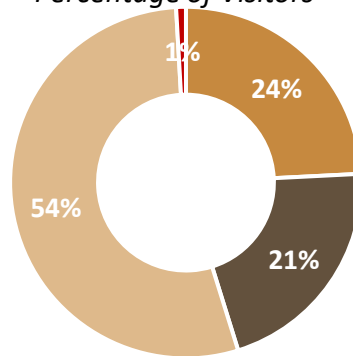
*I couldn't figure out what to do other than go to the mountain*

*Golden at times feels like a place you go to on route to your next stop. Lots of our friends are in the Okanagan. We'd likely recommend Revelstoke as the halfway point - more dining experiences, increased downtown, cuter downtown.*

### 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<sup>FU</sup>



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

#### Recommended New/Expanded Products, Services or Experiences<sup>1,2</sup>

(23 visitors made 23 suggestions)

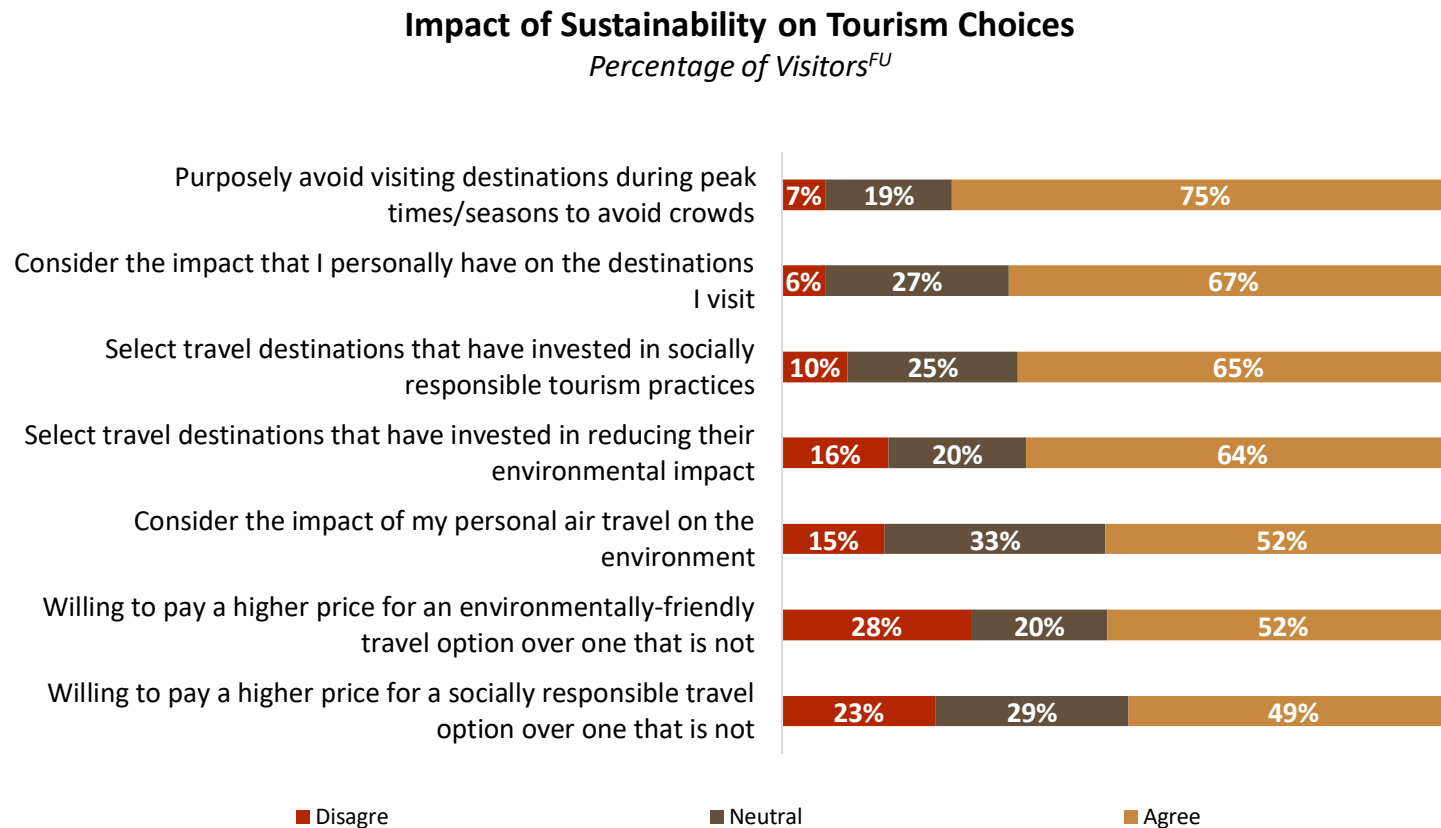
- “A designated year round farmers market/art sale/flea market if there was enough interest”
- “More concerts - bring us up from Invermere”
- “More acceptable accommodations that are pet friendly”
- “A rec center like the elevation place in Canmore”
- “Better/more frequent transport to the mountain”
- “More signage/advertising for the Ski Resort, the Upper Donald Road is very worn in places”
- “Events in the town center, something akin to an apre”
- “More park space across the bridge towards the cinema”
- “Affordable nice family accommodations!”
- “Rec Plex with a swimming pool would offer a great service for guests and locals”

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=93.

### 3.8. Sustainability in Tourism Experiences

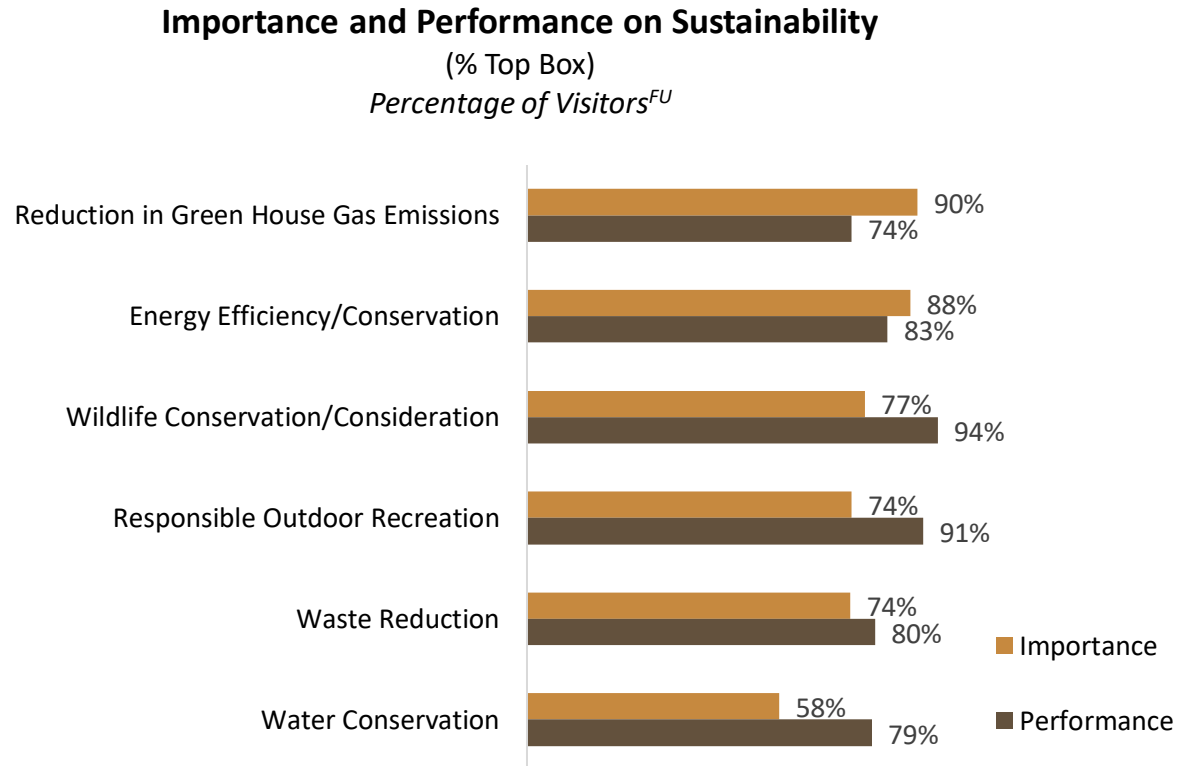
#### 3.8.1. Impact of Sustainability on Tourism Choices



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

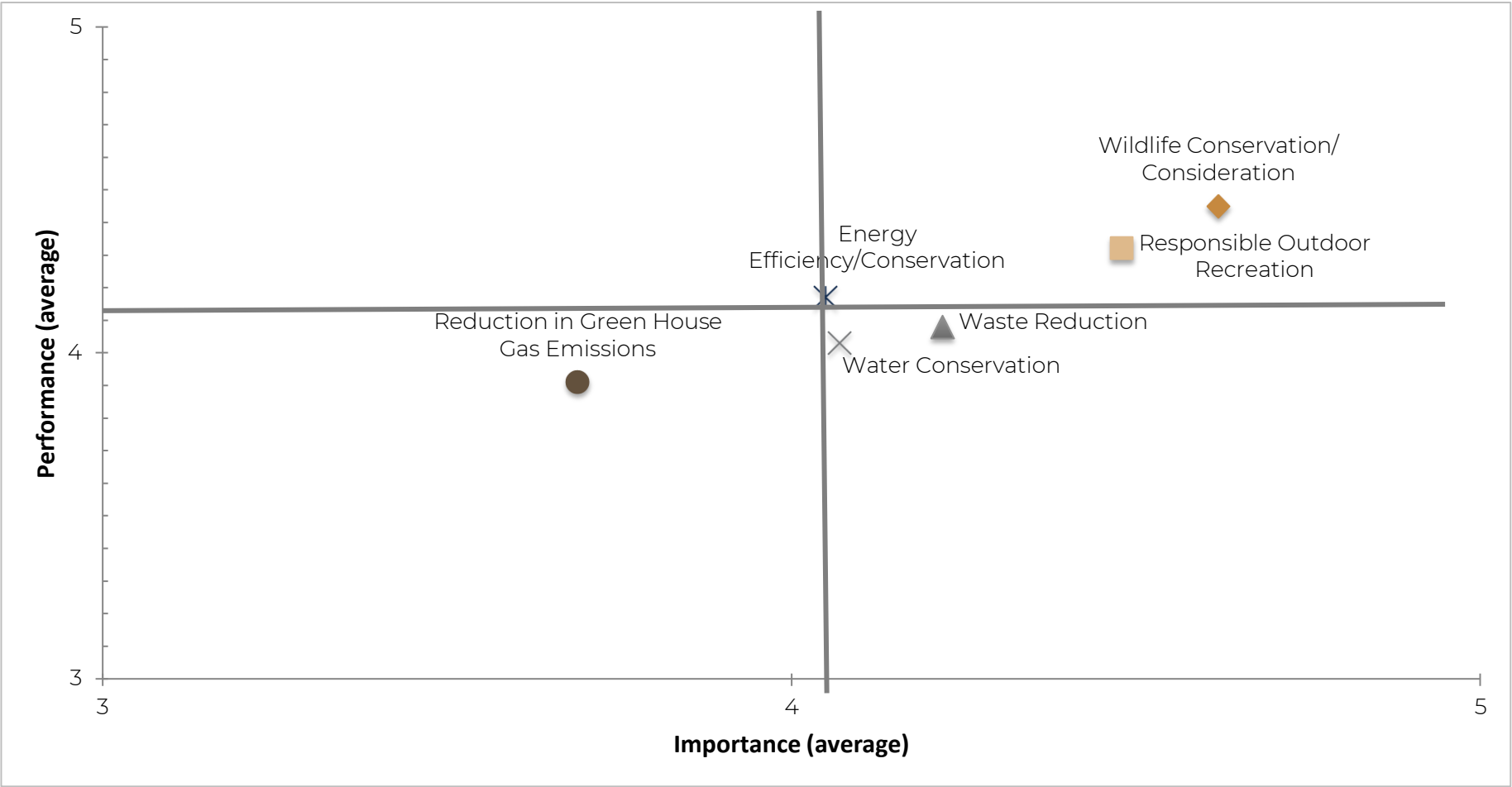
Base: All visitors in the follow up sample excluding PNA, n=85-89.

### 3.8.2. Importance and Performance of Environmental Efforts on Sustainability



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

Base: All visitors in the follow up sample excluding DK/PNA, n=83-87.



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=83-87.

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=45-68.

## 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](mailto: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? IN ERROR, THIS QUESTION WAS NOT ASKED FOR THE PEAK AND FALL SEASON OF 2024.**

- |   |  |
|---|--|
| <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].

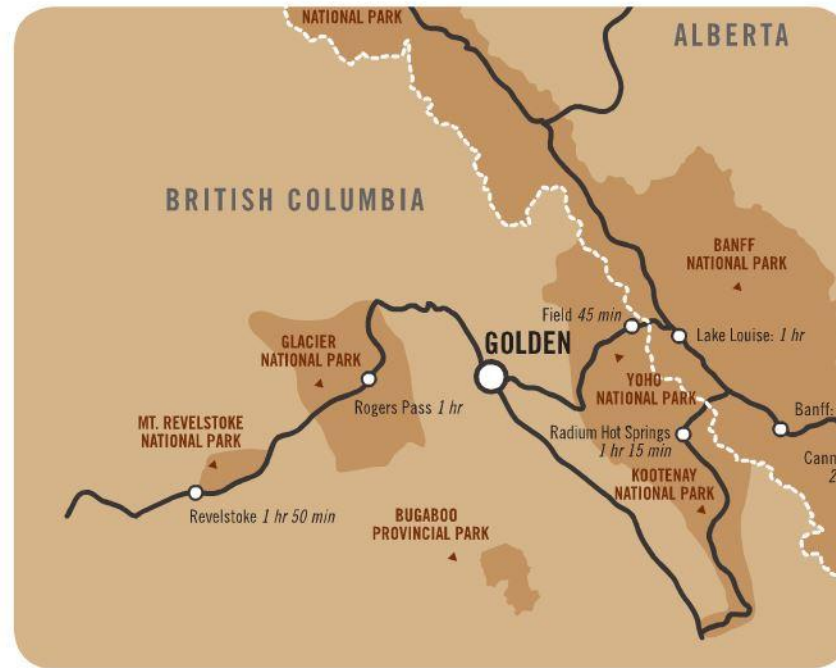
Please click 'NEXT' to start the survey.

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
- ☐ Prefer Not to Answer

**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

**Q13D.** IF 'Golden Travel Planner' SELECTED IN Q11,

GTP1. You noted you used the Golden Travel Planner while in Golden, how useful lwas the Travel Planner in informing your Golden experience?

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

GTP2. How could the Travel Planner be more useful to visitors? Please be as specific as possible. *Write In* \_\_\_\_\_

**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	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

(i.e. LED lighting, use of renewable energy sources)							
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)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

fixtures or aerators, low flow appliances, low flow irrigation)							
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"/>

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.<sup>5</sup> 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.<sup>6</sup>
- 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).<sup>7</sup>
- 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.<sup>8</sup>
- 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.<sup>9</sup>
- 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)<sup>10</sup>
- Tourism Nanaimo has measured Nanaimo's NPS in peak season of 2017, 2016 and 2015. 2017 NPS = 16, 2016 NPS = 30, 2016 NPS = 41.<sup>11</sup>

<sup>5</sup> Measured short-haul markets only. [https://www.destinationbc.ca/content/uploads/2018/11/2017-18-DBC-ASPR\\_FINAL.pdf](https://www.destinationbc.ca/content/uploads/2018/11/2017-18-DBC-ASPR_FINAL.pdf)

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

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

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

<sup>9</sup> Destination Greater Victoria, retrieved from: [https://www.tourismvictoria.com/sites/default/files/dgv\\_2019\\_visitor\\_survey\\_report\\_final.pdf](https://www.tourismvictoria.com/sites/default/files/dgv_2019_visitor_survey_report_final.pdf)

<sup>10</sup> [https://assets.simpleviewinc.com/simpleview/image/upload/v1/clients/kelowna/2018\\_Visitor\\_Intercept\\_Survey\\_\\_39864534-92ba-4880-9de4-b8000a1476cf.pdf](https://assets.simpleviewinc.com/simpleview/image/upload/v1/clients/kelowna/2018_Visitor_Intercept_Survey__39864534-92ba-4880-9de4-b8000a1476cf.pdf)

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

- Steamboat Springs, Colorado<sup>12</sup> has measured NPS since 2010 (2010 NPS = 75, 2014 NPS = 67).
- Bend, Oregon measured NPS over a five year period.<sup>13</sup> 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).<sup>14</sup>

Past research has shown that NPS in the tourism industry can vary by<sup>15</sup>:

- 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).

---

<sup>12</sup> 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](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)

<sup>13</sup> 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>

<sup>14</sup> Ritson, Mark (2006). Net Promoter Scores Australia 2006. Melbourne Business School.

<sup>15</sup> 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.