



# Tourism Golden

2026 Resident Sentiment Survey Report

May 2026



# Executive Summary

Tourism Golden is an independent, non-profit society designated as the Destination Marketing Organization for the Town of Golden and Columbia Shuswap Regional District Area A (excluding Field). Tourism Golden has previously conducted a Resident Sentiment Survey in 2022 and 2023; however, TG identified the need to reevaluate the approach and the survey. As such, they retained ACG Insights (Align Consulting Group) to develop, host, analyze and interpret the 2026 Resident Sentiment survey. The main purpose of this study is to better understand residents' perceptions of the tourism industry and the impact that has in Golden/Area A.

## **APPROACH**

ACG worked with TG to develop the survey which was informed by Destination BC's Toolkit for Resident Perceptions of Tourism, previous TG surveys as well as other jurisdiction's surveys. ACG programmed the survey, hosted the online survey, weighted the data, conducted analysis and developed this report. TG was responsible for advertising and distributing the survey through various channels including social media and local newspaper. This approach is not considered a probabilistic sample, therefore, results may be subject to selection bias and are not necessarily population-representative. The report refers to resident responders as 'residents' but the results may or may not be representative of the whole.

## **RESULTS**

### **GENERAL PERCEPTIONS OF TOURISM**

- Nearly all residents understand the importance of the tourism industry to Golden / Area A community's economy (top box -94%).

# Executive Summary

- Less than half of residents find tourism development adequate (26% 'too little'; 21% 'too much'). The pace of development also has mixed reviews as only 41% think it is 'just right' but 25% think it is 'too fast' and 23% think it is 'too slow'. Approximately one-third would like to see visitor growth in the next 5 years and half would like visitor volume to 'stay the same'.

## **SOCIO-CULTURAL AND ECONOMIC IMPACT OF TOURISM IN GOLDEN**

- Overall, the community views tourism as a significant driver of local amenities, business health, and cultural diversity, though there is a softer consensus regarding its role in heritage preservation. In fact, 88% of residents agree or strongly agree that tourism supports local businesses, 84% value how tourism brings people from diverse backgrounds and cultures into the community, and 81% believe tourism facilitates a greater diversity of amenities (restaurants, attractions, and events) that would not otherwise exist in the town.
- While still mainly positive (47%), the statement regarding tourism's role in preserving and showcasing history and culture saw the highest level of neutrality (29%) and disagreement (25%). This suggests residents see tourism more as a driver for modern amenities than for historical preservation. Not surprisingly, residents with a longer tenure of 15+ years in Golden are notably more likely than their counterparts to disagree that 'Tourism helps to preserve and showcase Golden's history, culture and heritage.'

## **PERFORMANCE MEASURES OF TOURISM IN GOLDEN**

- Overall, the majority of residents 'agree' or 'strongly agree' with all presented performance measures. The top three elements with higher agreement levels are that TG needs to continue promoting the town to attract visitors whose interests and lifestyle align with those of the community (70% rated as 'very good' or 'excellent'), that they feel pride to see tourists who have come from far away to visit their town (66%), and overall, tourism contributes positively to the quality of life of Golden/Area A (62%).

# Executive Summary

- More than half of residents are likely to recommend Golden to friends and family - rating '9' (9%) or '10 – Extremely Likely' (43%). With a NPS of 29.3, Tourism Golden benefits from a positive community reputation and a high volume of resident-led advocacy. That said, residents with a shorter tenure of 5 years or less are notably more likely than their counterparts to be “promoters”.

## PERCEIVED CHALLENGES AND CAPACITY CONCERNS

- Not surprisingly, there is a seasonal imbalance in resident perception: 34% feel summer is over-capacity, while 36% believe spring and fall remain under-utilized. Winter represents the most balanced season, with 54% of residents noting current visitor levels to be just right.
- Key areas experiencing seasonal overcrowding include Kicking Horse Mountain Resort (winter), Cedar Lake and nearby National Parks (summer). High-traffic local amenities such as downtown shops and grocery stores are other locations most impacted by tourism volume during their respective peak seasons.
- Parking is the leading concern associated with tourism in the area (68%), followed closely by rising living and housing costs (64% and 63%, respectively). Housing supply (57%) and traffic (53%) round out the top five challenges mentioned by residents.

## FAMILIARITY WITH TOURISM GOLDEN

- Overwhelmingly, residents are familiar with Tourism Golden (92%), of those, half are aware that Tourism Golden is funded by MRDT.
- Half of residents noted a high level of satisfaction with TG, rating their impression as either 'excellent' or 'very good.' Combined with the 35% who rated it as 'good,' total positive sentiment reaches 84%.
- Approximately half of the community is aware of the Resort Municipalities Initiative.

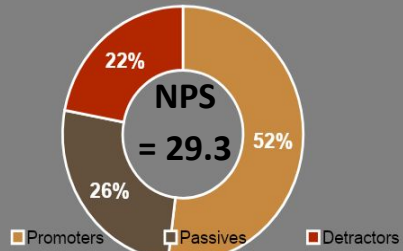
# Golden - Sentiment Resident Survey 2026 Summary

Tourism Golden has high awareness (92%)

Half (49%) rate TG's performance as 'Very Good' or 'Excellent'

94% think Tourism Industry is 'Somewhat' or 'Very Important'

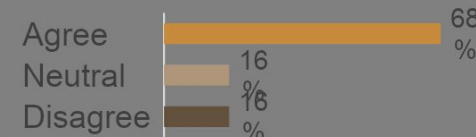
## Golden's Overall Net Promoter Score



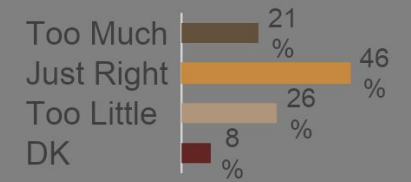
## Top Perceived Tourism Concerns/Challenges

1. Parking Issues
2. Living Costs Increases
3. Housing Costs Increases
4. Housing Supply Issues
5. Traffic Issues

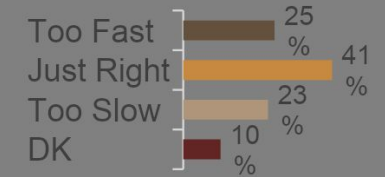
## Positive Impacts of Tourism Outweigh Negative



## Level of Tourism Development



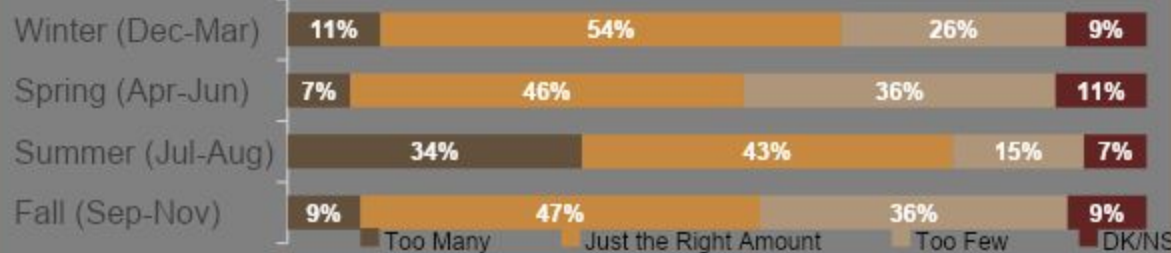
## Speed of Tourism Development



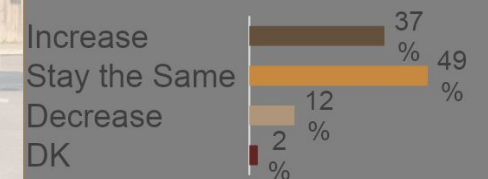
88% agree: *'The tourism industry supports local businesses in Golden/Area A'*

70% agree: *'TG needs to continue promoting the town to attract visitors whose interests and lifestyle align with those of the community'*

## Seasonal Tourism Volume



## Visitor Volume in Golden



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# BACKGROUND & OBJECTIVES

# Background and Objectives

## BACKGROUND

Tourism Golden (TG) is an independent, non-profit society designated as the Destination Marketing Organization for the Town of Golden and Columbia Shuswap Regional District Area A (excluding Field). Understanding that Golden, as a destination, has entered a maturing phase, TG focuses on Destination Management in addition to Marketing. A key aspect of destination management is understanding and making efforts to maintain the social license for tourism. As such, in early 2026, TG commissioned Align Consulting Group to conduct a Resident Sentiment Study in Spring of 2026. The study was designed to provide TG with feedback on residents' current sentiment and perceptions of the local tourism industry.

## OBJECTIVES

The primary objectives of the study were to:

1. Identify how the tourism industry is perceived in terms of cultural and economic contribution to the community;
2. Understand resident impressions and experiences with current tourism in Golden;
3. Gauge resident attitudes toward tourism volume during each season;
4. Identify challenges that tourism brings to residents' way of life; and,
5. Measure awareness and impression of TG.

This report summarizes the findings of this study. Please note that verbatim comments are available under a separate cover.

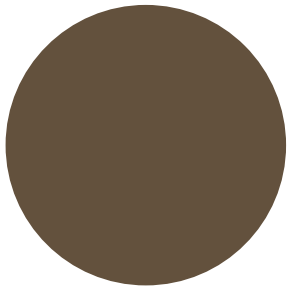
# METHODOLOGY

# Methodology - Approach

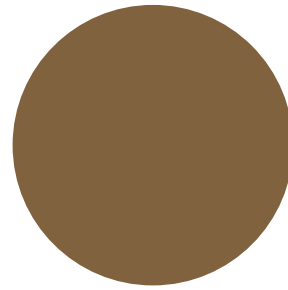
## METHODOLOGY – DATA COLLECTION

- The survey was developed from TG’s previous resident study as well as from additional sources that included Destination BC’s Resident Perceptions Survey Toolkit.
- ACG provided survey development, online programming and hosting, data cleaning and weighting, analysis and report writing.
- Tourism Golden promoted the survey in a variety of ways including on social media channels, in the local paper, on posters and at live events. Residents were encouraged to complete the survey online using the link provided or the QR code included in some of the promotions.
- An incentive was offered for fully completed responses. The incentive was to win one (1) of three (3) Visa gift cards valued at \$100, \$150, and \$200.
- The survey was available between March 31, 2026 and April 17, 2026.
- Due to a programming error, a sub-group of respondents were not asked their overall impression of Tourism Golden. In an effort to rectify this error, ACG recontacted respondents who had provided email addresses. These respondents were contacted on May 5, 2026 and were asked to complete the one question by Friday May 8, 2026. This effort collected 90 additional responses to this question. We tested the responses between those who were aware of Tourism Golden and of the MRDT funding model (original group who were asked their overall impression of Tourism Golden) and those who were aware of Tourism Golden but not of the MRDT funding model (those that we recontacted). Although there are small differences in response, the average score of TG between these groups is not significantly different.

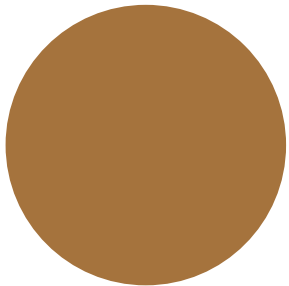
# Methodology - Analysis



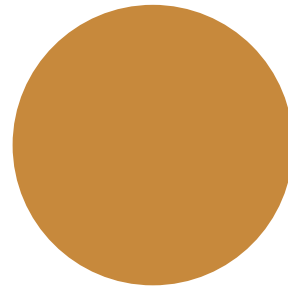
Responses were summarized with percentages.



Don't Know/Not Applicable were removed from analysis.



'Top Box' analysis was conducted for scale questions. This means the top two responses were added together.

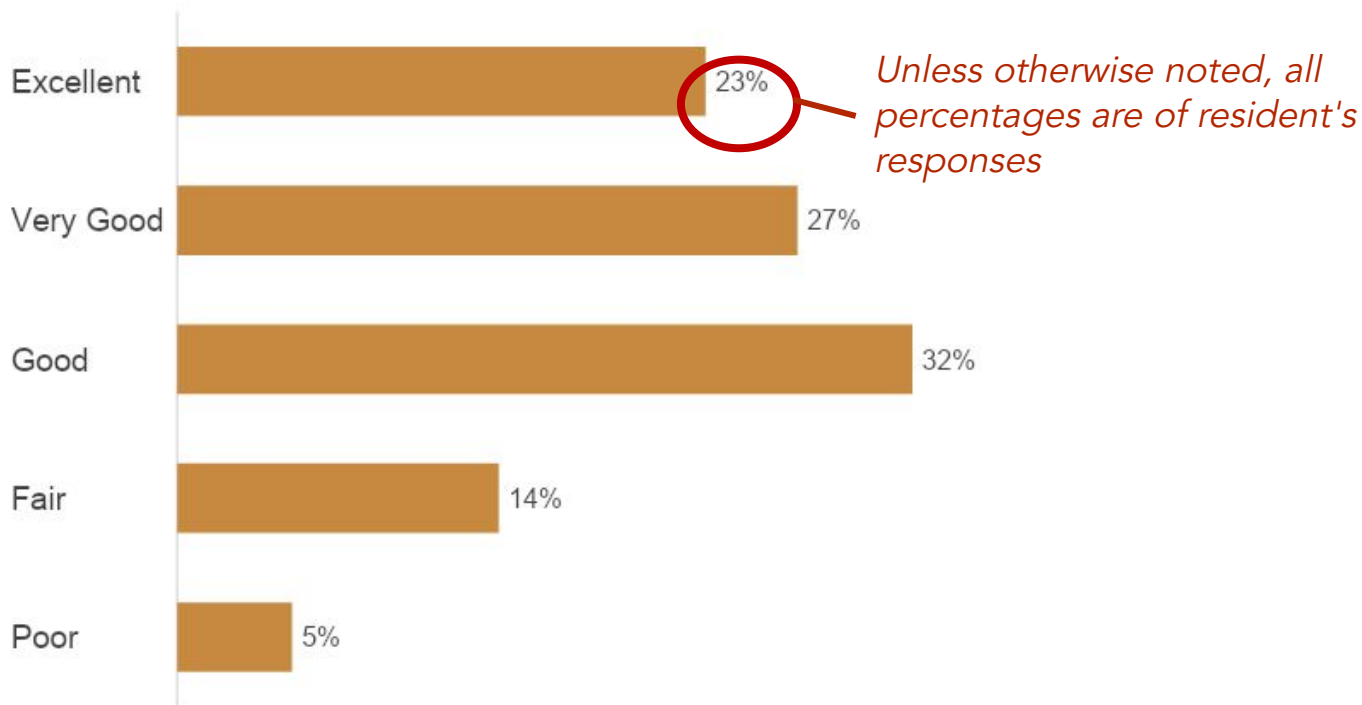


Differences were noted if responses were more than 5% different.

# Methodology - Analysis

## TIPS FOR READING

### Overall Impression of Tourism Golden (% of Residents Aware of Tourism Golden)



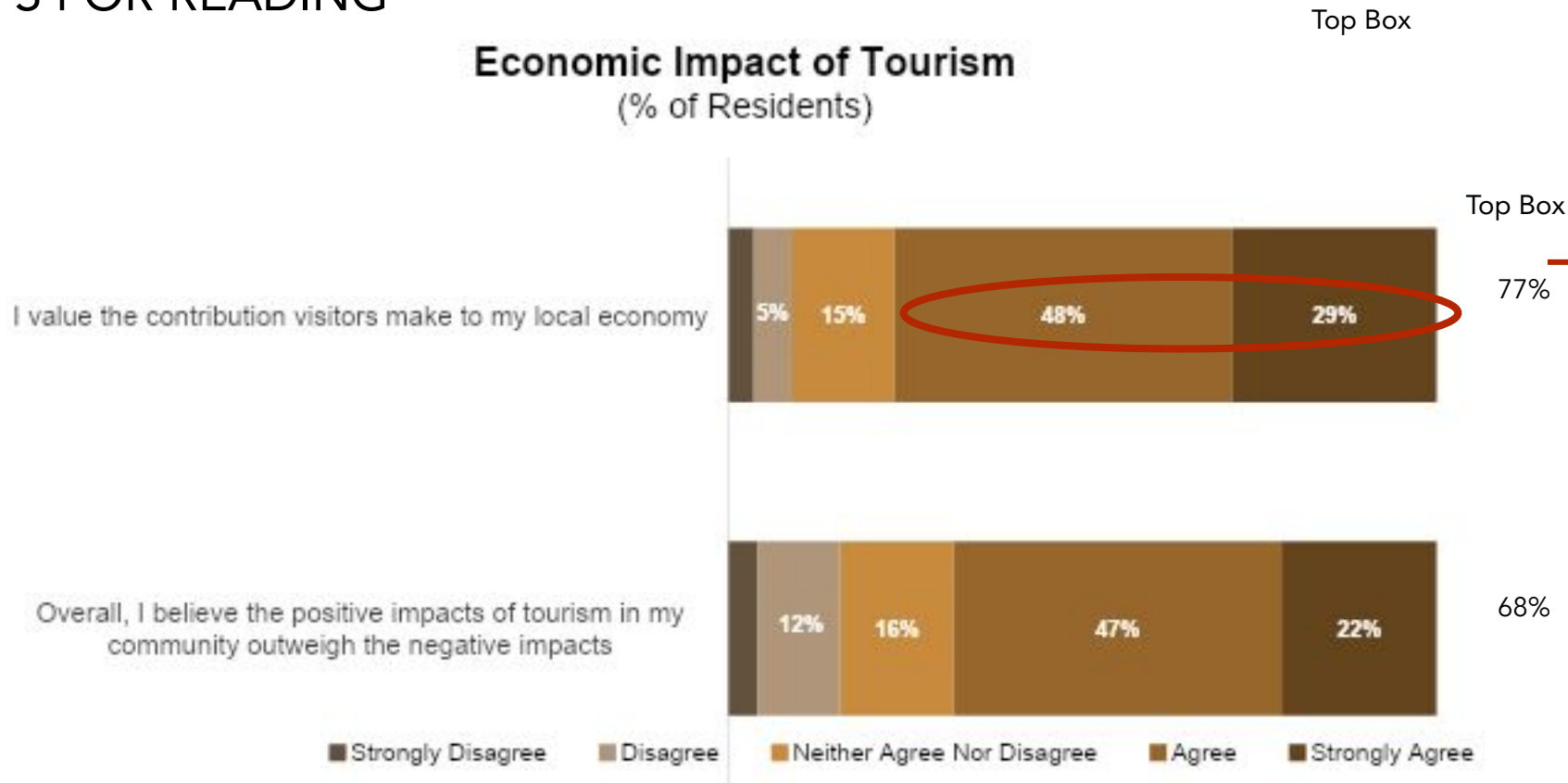
### Open-Ended Responses

A few questions were asked with open-ended responses. Verbatim responses are summarized in **MVBoli** font. For the most part, they have not been edited and are meant to provide more depth to understanding the resident's perspective.

*The actual question is included as the footer of the slide. Also, this section includes the number of responses (n) and analysis details. The entire questionnaire is also in the appendix.*

# Methodology - Analysis

## TIPS FOR READING



**Top Box** analysis is equal to the percentage of the top two response categories. In this example the top box is 77%. The top box is also listed to the right of the chart.

# Methodology - Survey Responses

- In total, 614 people clicked on the survey link or QR code delivered through the various channels. When duplicates, disqualified and responses with no data were removed, there were 534 responses.
- The distribution of responses for each group are detailed below.

<b>Survey Status</b>	<b>TOTAL</b>	<b>TOWN OF GOLDEN</b> (% All Resident Respondents)	<b>AREA A</b> (% All Resident Respondents)
Complete	440	252	188
Converted Complete	35	21	14
Partial	59	37	22
<b>TOTAL</b>	<b>534</b>	<b>310 (58%)</b>	<b>224 (42%)</b>

- As previously noted, the distribution approach is not considered a probabilistic sample. A margin of error cannot be calculated on a non-probability sample. For comparison purposes, a probability sample of 534 respondents in Golden/Area A would have a margin of error of 4.05% 19 times out of 20. The implication is that although there may be uncontrolled bias based on the non-probabilistic sample, it is a healthy response. In an effort to limit bias, the data was weighted by age and gender within both the Town and Area A compared to the census for adults 18 year old and up. In addition, total results are then weighted based on adult population distribution between the Town and Area A. The report refers to resident responders as ‘residents’ but the results may or may not be representative of the whole.

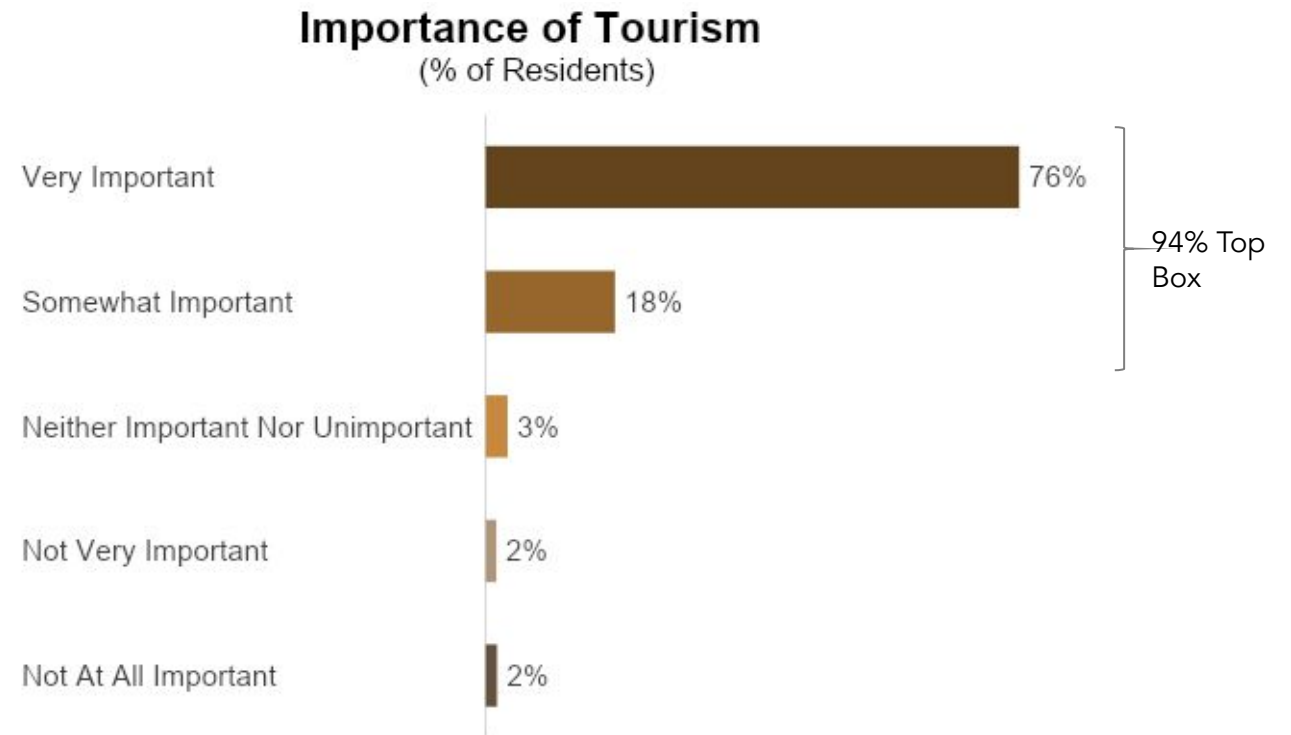
# RESULTS

# Overall Tourism Perspective

# Importance of the Tourism Industry to Golden/ Area A Community's Economy

Residents were asked how important is the Tourism industry to the Golden/ Area A community's economy.

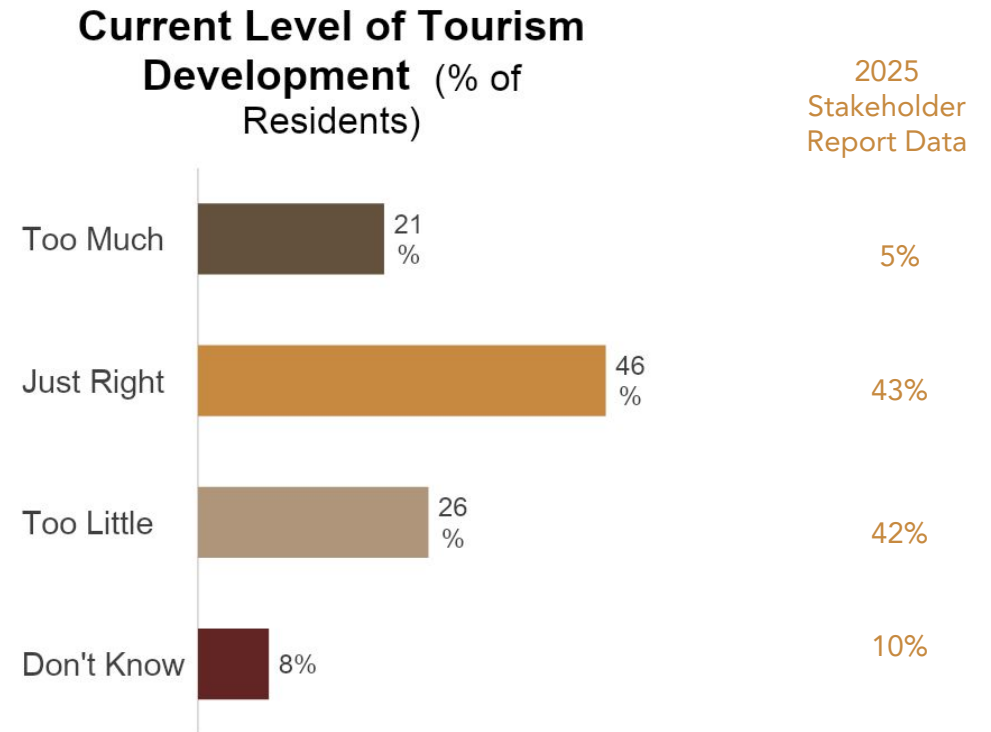
- Overall, the vast majority of residents view tourism as 'somewhat important' or 'very important' for Golden/ Area A community's economy (94%).



# Current Level of Tourism Development in Golden

Residents were asked their opinion on the current level of tourism development in Golden.

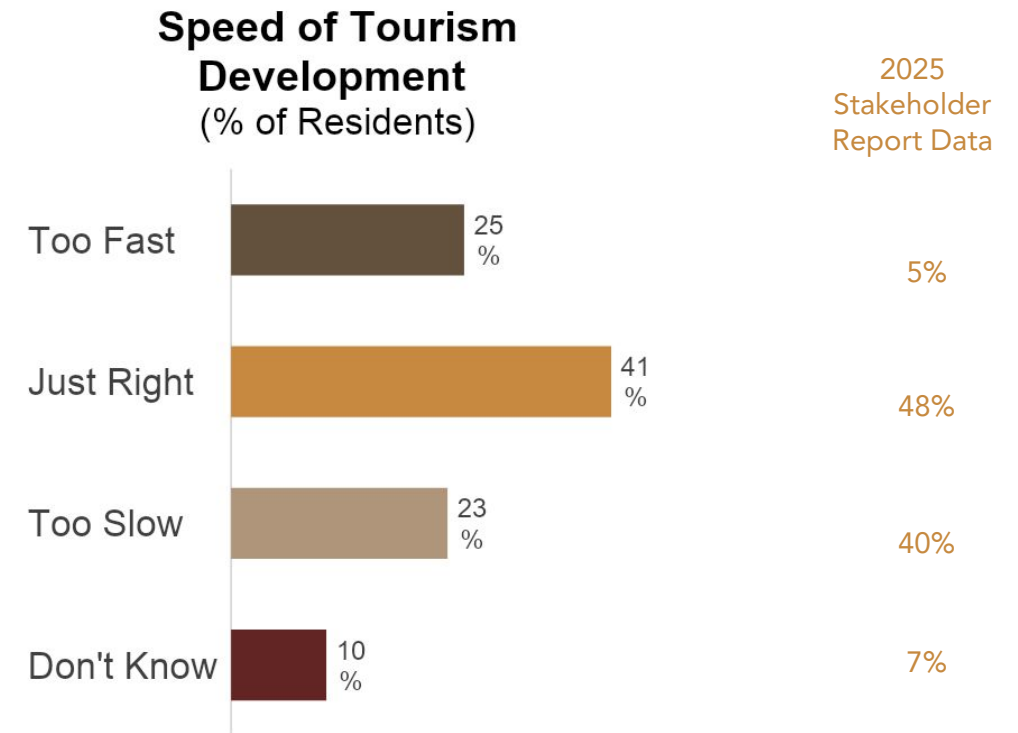
- Almost half of residents are satisfied with the current level of tourism development in Golden with 46% noting it as 'just right'. That said, one-quarter (26%) feel that there is 'too little' yet, in contrast, 21% think there is 'too much'.
- Compared to Area A residents, those in the Town of Golden are notably more likely to view current tourism development as 'too much.' Conversely, those who have lived there for five years or less are more likely to feel the level is 'too little' compared to long-term residents.
- When comparing to the recent Tourism Golden Stakeholder survey which is conducted amongst tourism-related businesses, organizations and entities, we see that Stakeholders are more bullish on tourism development than their resident counterparts. In fact, 42% of Stakeholders feel that current tourism development is 'Too Little' compared to 26% of Residents. In contrast, 1-in-5 Residents (21%) feel the current level of tourism development is 'Too Much' while only 5% of Stakeholders felt that way. This highlights that developing and executing a tourism strategy is confronted with many and varied perspectives and opinions.



# Speed of Tourism Development in Golden

Residents were asked their opinion on the speed of tourism development in Golden.

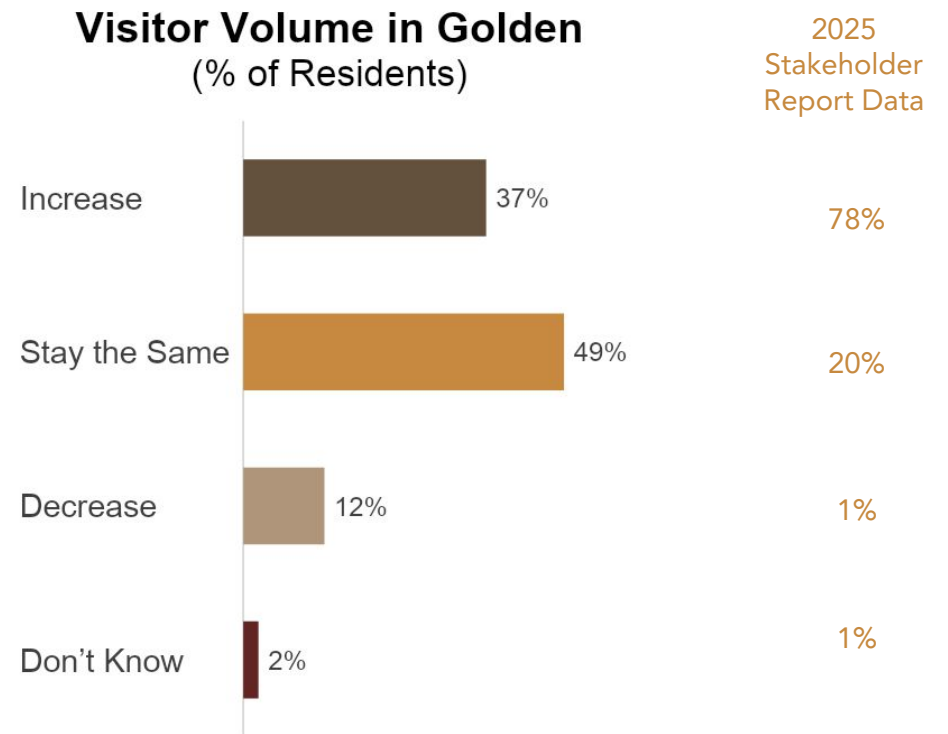
- Approximately four-in-ten (41%) of residents are happy with the speed of tourism development and feel that it is 'just right'.
- That said, one-quarter (25%) view it as too fast and 23% say development in Golden is 'too slow'.
- When comparing to the recent Tourism Golden Stakeholder survey which is conducted amongst tourism-related businesses, organizations and entities, we see that residents are more varied in their thoughts on the speed of tourism development in Golden. Although 'Just Right' was the most common response among both populations, Stakeholders were notably more likely to qualify the speed of tourism development as 'Too Slow' (40% vs. 23%) while residents are more likely than Stakeholders to feel tourism development is 'Too Fast' (25% vs. 5%).



# Visitor Volume in Golden in the Next Five Years

Residents were asked their opinion on whether they would like visitor volume in Golden to increase, decrease or stay the same in the next five years.

- Approximately half of residents (49%) want visitor volume to ‘stay the same’ in the next five years. In contrast 37% would like to see it ‘increase’, while only 12% would like the visitor volume to ‘decrease’.
- Residents with a tenure of five years or less are notably more likely to want visitor volume to ‘increase’ than those with a longer tenure.
- When comparing to the recent Tourism Golden Stakeholder survey which is conducted amongst tourism-related businesses, organizations and entities, we see that residents are more conservative in their desire to increase visitor volume in Golden. In fact, over double the proportion of Stakeholders want to see increased visitor volume in Golden in the next five years compared to Residents (78% versus 37%, respectively).

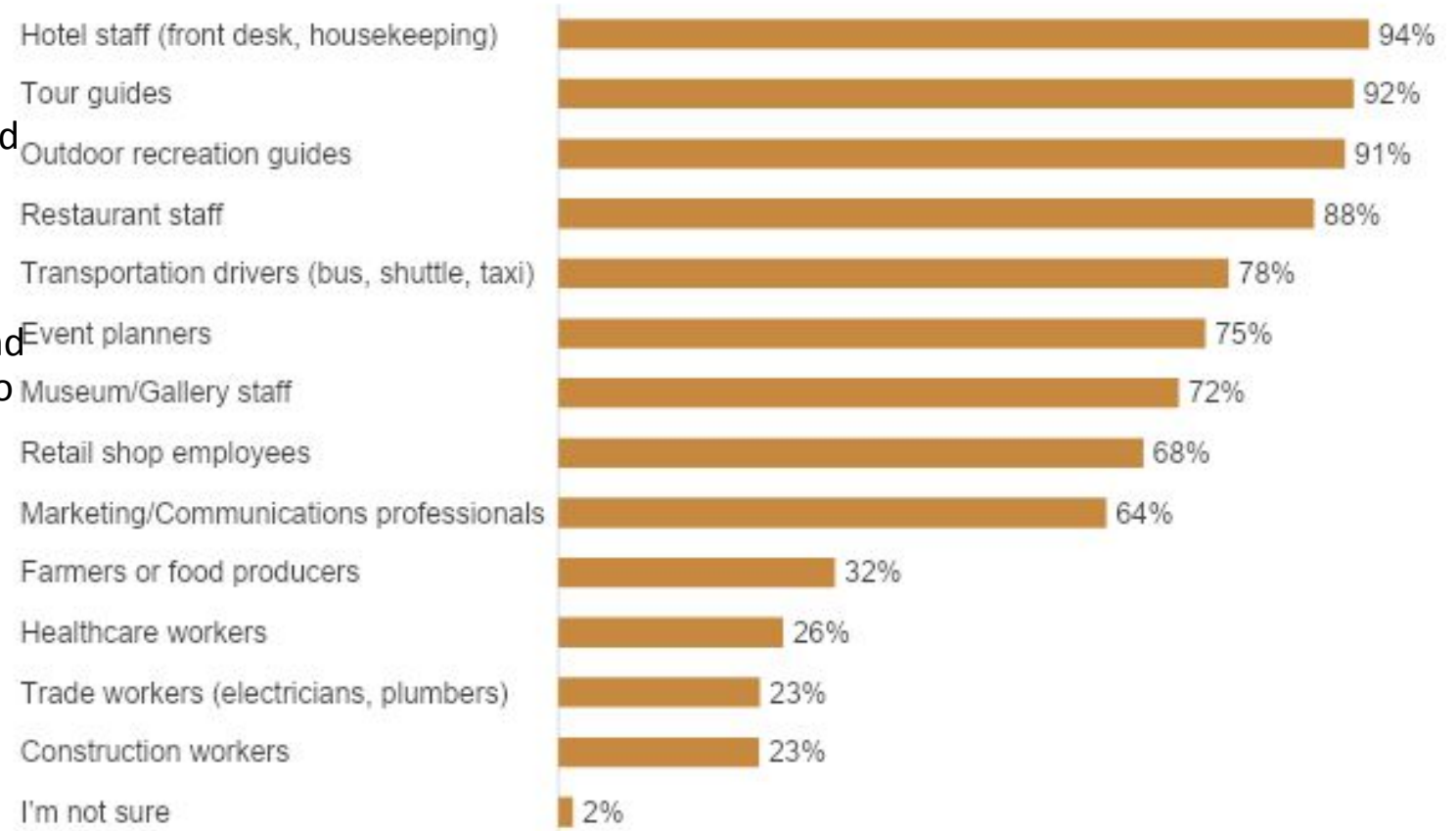


# Perceived Tourism-Related Jobs

Residents were asked to identify what jobs they consider to be part of the tourism industry.

- With nearly all respondents selecting them, it is relatively universal for residents to consider 'Hotel staff', 'Tour guides', 'Outdoor recreation guides' and 'Restaurant staff' as tourism-related jobs.
- The majority of residents believe that 'Transportation drivers', 'Event planners', 'Museum/Gallery staff', 'Retail shop employees' and 'Marketing/Communications professionals' are also tourism-related jobs; however, the strength of association is less so for these positions.

**Tourism-Related Jobs**  
(% of Residents)



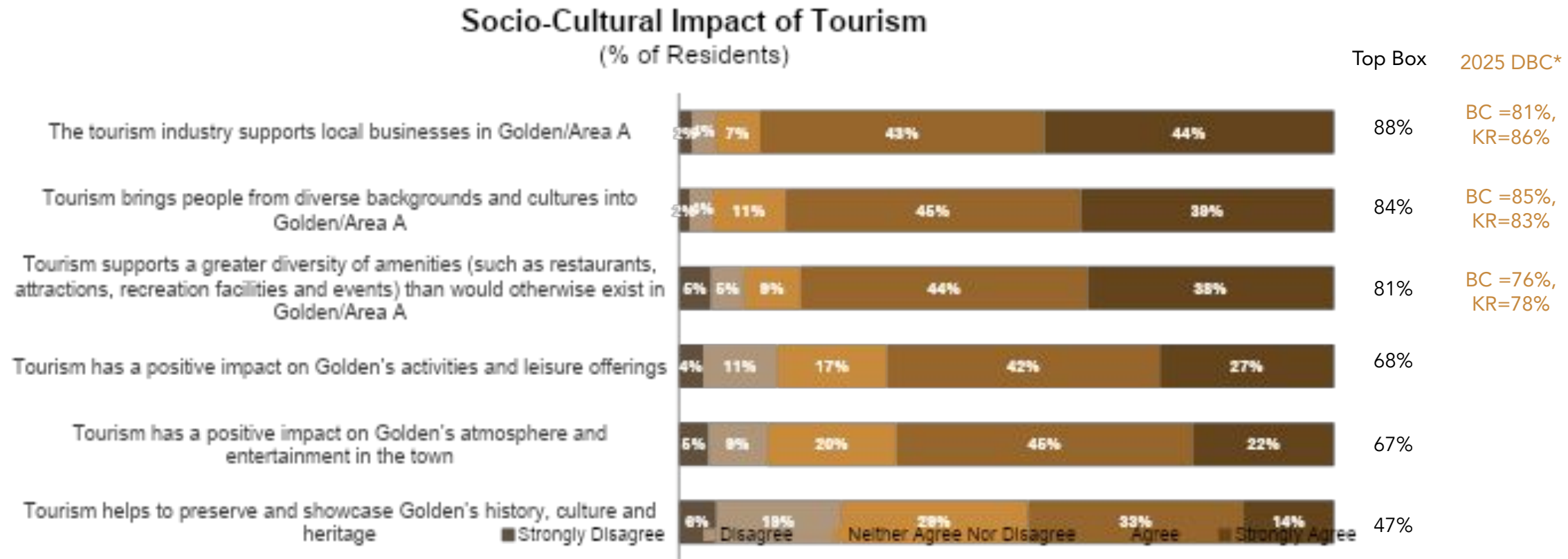
# Impact of Tourism

# Impact of Tourism - Socio-Cultural

Residents were asked their agreement on diverse statements about the impact that the tourism industry has in Golden both from a socio-cultural perspective as well as from an economic perspective. The Socio-cultural statements are highlighted below as well as on the next slide.

- Overall, residents seem to have a positive sentiment toward the socio-cultural impact that the tourism industry has in their community. In fact, the vast majority of residents (88%) 'agree' or 'strongly agree' that 'the tourism industry supports local business in Golden/Area A'. More than eight-in-ten residents 'agree' or 'strongly agree' that 'tourism brings people from diverse backgrounds and cultures into Golden/Area A' (84%), and that 'tourism supports a greater diversity of amenities (such as restaurants, attractions, recreation facilities and events) than would otherwise exist in Golden/Area A (81%)'.
- While approximately two-thirds of residents 'agree' or 'strongly agree' that 'tourism has a positive impact on Golden's atmosphere and entertainment in the town' (67%), 14% 'disagree' or 'strongly disagree'. Residents with a longer tenure in Golden are significantly more likely to disagree with this statement compared to those that have lived less time in the community.
- Less than half 'agree' or 'strongly agree' that 'tourism helps to preserve and showcase Golden's history, culture and heritage' (47%). While one-quarter (25%) 'disagree' or 'strongly disagree' with this statement.
- Compared to Destination BC's Residents' Perceptions of British Columbia's Tourism Industry 2025 Survey released in February 2026, we see that Golden is outperforming BC and Kootenay Rockies (KR) respondents for the two of the three overlapping questions: 'the tourism industry supports local business in Golden/Area A' (88% vs. 81% for BC and 86% for KR), and 'tourism supports a greater diversity of amenities than would otherwise exist in Golden/Area A (81% vs. 76% for BC and 78% for KR). In addition, residents have a consistent perception of 'tourism brings people from diverse backgrounds and cultures into Golden/Area A' (84% ) as those from BC (85%) and Kootenay Rockies (83%).

# Impact of Tourism - Socio-Cultural



# Impact of Tourism - Economic

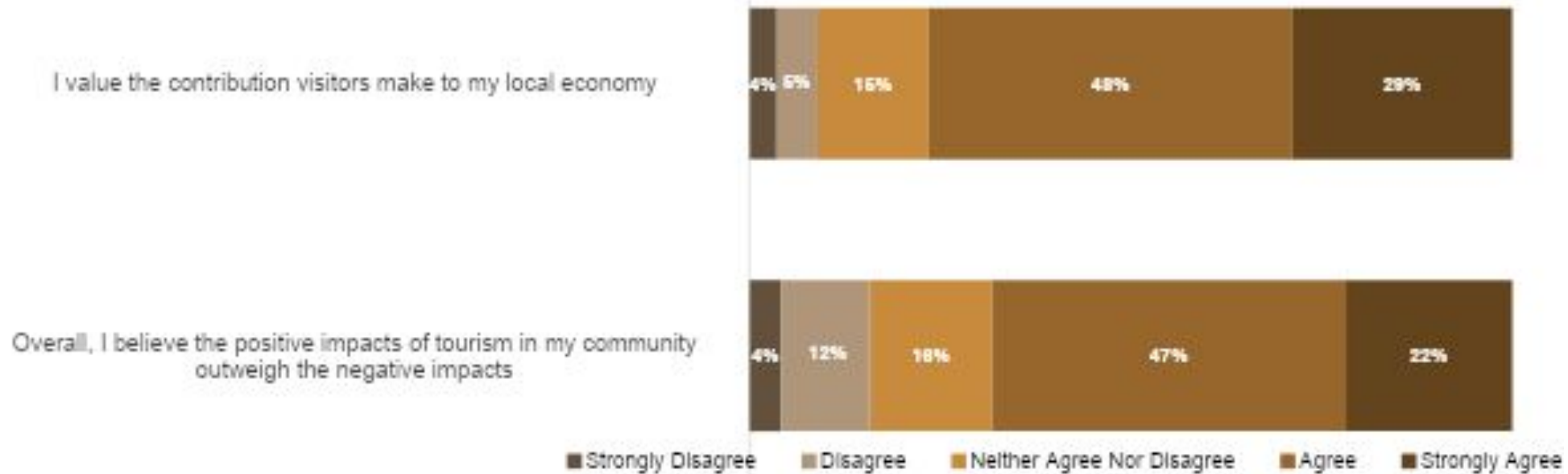
Residents were asked their agreement on diverse statements about the impact that the tourism industry has in Golden both from a socio-cultural perspective as well as from an economic perspective. The Economic statements are highlighted below as well as on the next slide.

- Just under eight-in-ten residents (77%) 'agree' or 'strongly agree' that '[they] value the contribution visitors make to [their] local economy', while approximately two-thirds (68%) 'believe the positive impacts of tourism in [their] community outweigh the negative impacts'. Once more, it is observed that residents with a tenure of 15+ years in Golden are notably more likely to disagree with this statement than those with a tenure of less than 15 years.
- Compared to Destination BC's Residents' Perceptions of British Columbia's Tourism Industry 2025 Survey released in February 2026, we see that Golden is lagging behind BC and Kootenay Rockies (KR) respondents for both valuing the contributions that visitors make to the local economy (77% top box compared to 80% for BC and 82% for KR) and believing that the positive impacts of tourism outweigh the negative impacts (68% top box compared to 75% for BC and 71% for KR). Essentially, residents in Golden and Area A are less likely to see the positive economic impacts of tourism as their counterparts in the region and the Province. This suggests that there may be an opportunity to improve the economic understanding of the tourism industry in Golden.

# Impact of Tourism - Economic

**Economic Impact of Tourism**  
(% of Residents)

Top Box 2025 DBC\*



14. To what degree do you agree or disagree with the following statements about the tourism industry in Golden? Scale: 1 = Strongly Disagree, 5 = Strongly Agree. Results are weighted. Base: All respondents, excluding No Opinion/Not Sure, n=489-490.

\* Destination British Columbia measured this statement in their Residents' Perceptions of British Columbia's Tourism Industry 2025 Survey released in February 2026. KR refers to Kootenay Rockies respondents.

# Performance Measures of Tourism

# Performance Measures of Tourism

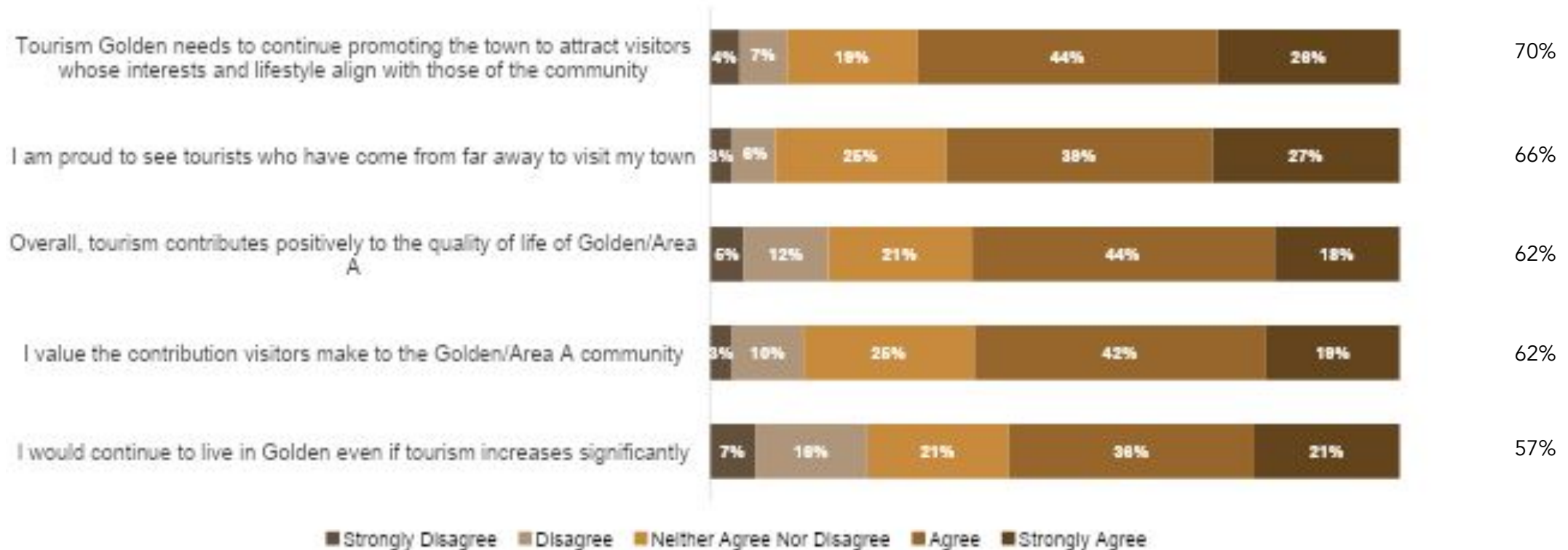
Residents were asked to provide feedback on a series of performance measures for tourism in Golden.

- Residents showed their highest levels of agreement when asked about community pride and the importance of attracting visitors who align with local values. In fact, 70% 'agree' or 'strongly agree' that 'Tourism Golden needs to continue promoting the town to attract visitors whose interests and lifestyle align with those of the community'. Residents with a longer tenure of 15+ years in Golden/ Area A are notably more likely than their counterparts to disagree with this statement.
- Two-thirds (66%) 'agree' or 'strongly agree' that '[they] are proud to see tourists who have come from far away to visit [their] town.'
- More than six-in-ten (62%) either 'agree' or 'strongly agree' that 'overall, tourism contributes positively to the quality of life of Golden/Area A' and that '[they] value the contribution visitors make to the Golden/Area A community', while 17% 'disagree' or 'strongly disagree'. Those with a shorter tenure of less than 5 years in the community are significantly more likely to agree with this statement, compared to those with a longer tenure.
- Just under six-in-ten of residents (57%) 'agree' or 'strongly agree' that they would stay in Golden even if tourism increased significantly, that said, this category also saw the highest levels of "Strongly Disagree" (7%) and "Disagree" (16%), suggesting that nearly a quarter of residents are concerned about the impacts of over-tourism.

# Performance Measures of Tourism

Top Box

**Performance of Tourism Golden**  
(% of Residents)



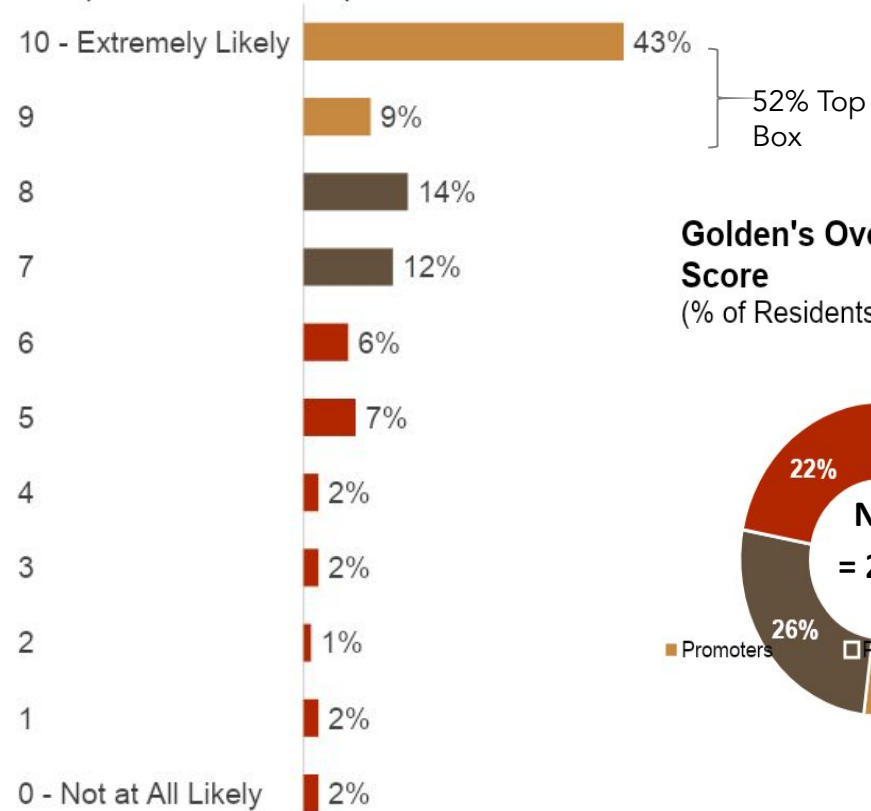
15. Please indicate your level of agreement with the following statements. Scale: 1 = Strongly Disagree, 5 = Strongly Agree. Results are weighted. Base: All respondents, excluding No Opinion/Not Sure, n=465-484.  
\* Destination British Columbia measured this statement in their Residents' Perceptions of British Columbia's Tourism Industry 2025 Survey released in February 2026.

# Likelihood to Recommend Golden and Net Promoter Score (NPS)

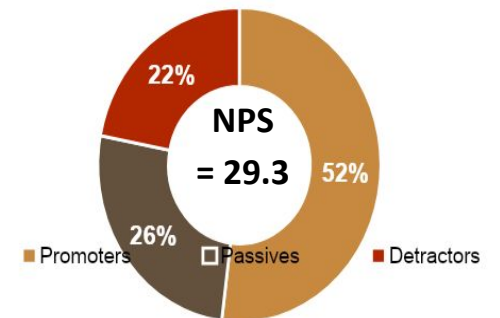
Residents were asked how likely they were to recommend Golden as a place to visit.

- While the earlier chart showed some hesitation regarding future growth, this chart proves that residents are currently very proud of their town and are highly likely to recommend it to others with 52% of residents rating '9' or '10 – Extremely Likely'. This suggests that with a majority of residents willing to recommend the town, Golden benefits from a strong, self-sustaining marketing network.
- Of note, residents with a tenure of 5 years or less are notably more likely to 'promote' Golden as a place to visit compared to those with a longer tenure of 15+ years.

## Likelihood To Recommend Golden As A Place to Visit (% of Residents)



## Golden's Overall Net Promoter Score (% of Residents)

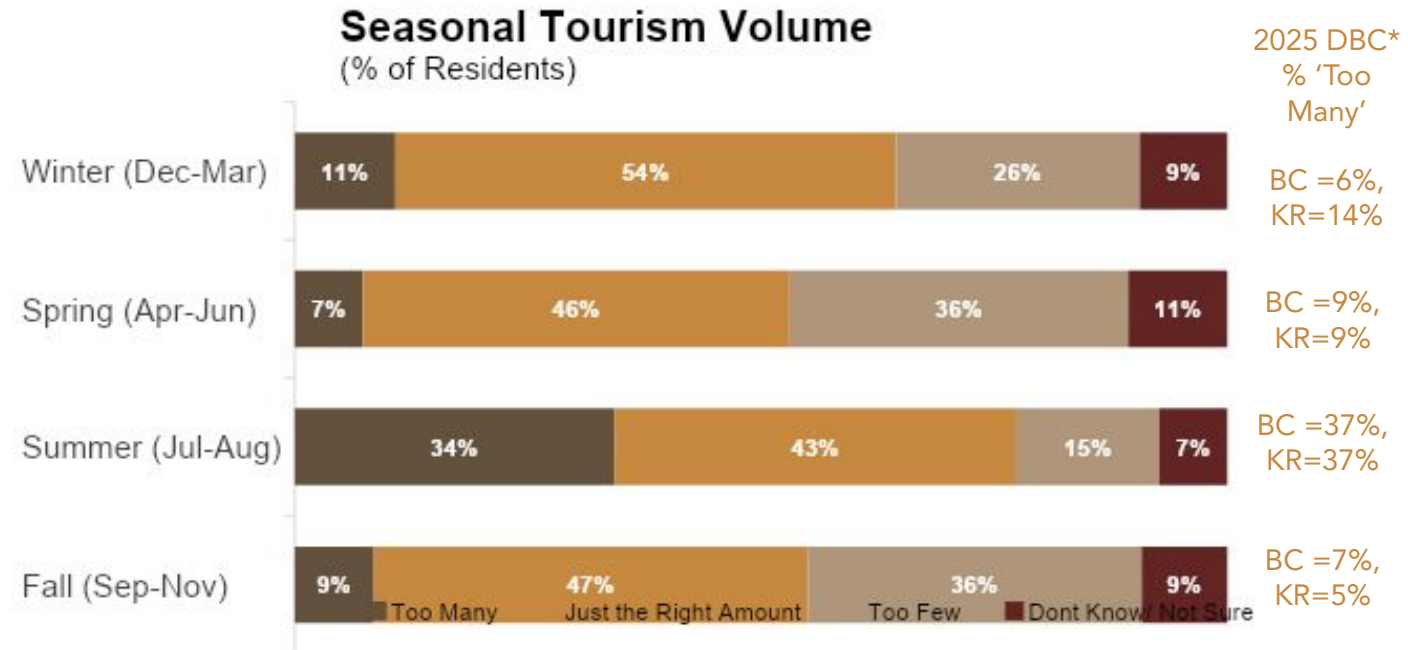


# Capacity Concerns and Challenges

# Seasonal Tourism Volume

Residents were asked about their perception of tourism volume for each season.

- Not surprisingly, there is a clear distinction between peak summer months and the rest of the year.
- Approximately one-third of residents (34%) believe there are 'too many' visitors during Summer – the highest dissatisfaction rate across all seasons. Despite the pressure, more than four-in-ten (43%) still feel the volume is 'just the right amount'.
- There is a consistent sentiment that the town is under-capacity during the spring and fall. In fact, over a third of residents believe there are 'too few' visitors (36% each).
- Winter appears to be the most "balanced" season for the community. In fact, more than half (54%) agree that winter tourism levels are 'just the right amount', and only 11% feel there are too many visitors.
- As expected, long-term residents (15+ years of tenure) are notably more likely to indicate that both winter and summer seasons see 'too many' tourists.



17. Do you think Golden/Area A has too few, too many, or just the right amount of tourism throughout the year? Results are weighted. Base: All respondents, n=480.

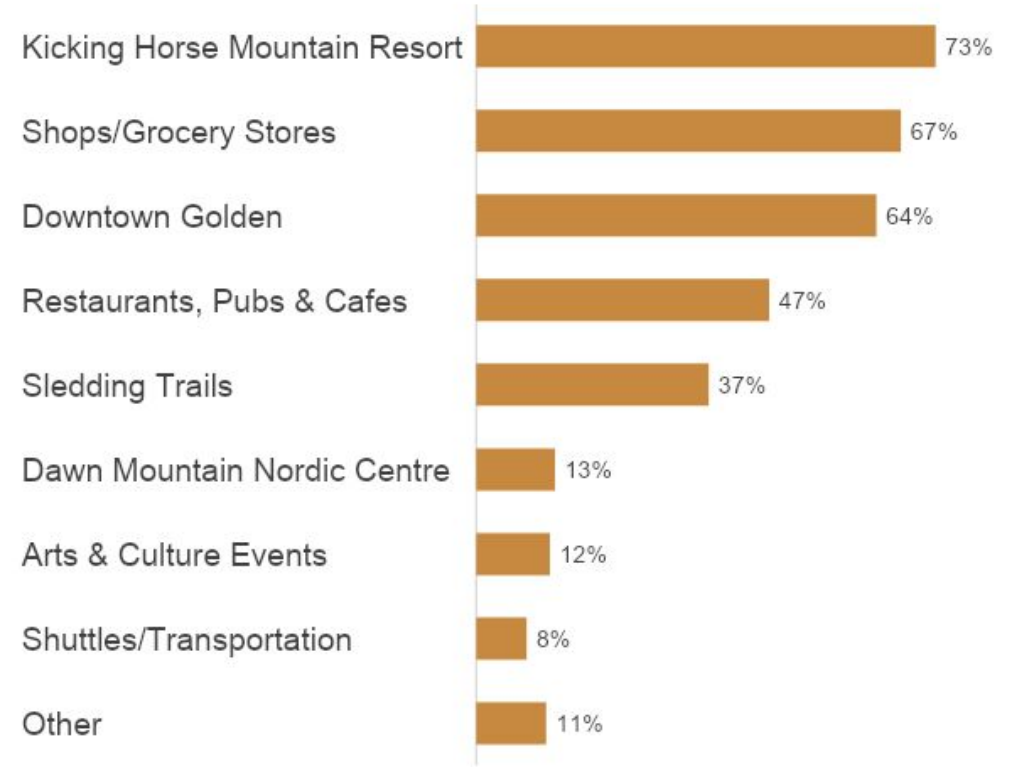
\* Destination British Columbia measured this statement in their Residents' Perceptions of British Columbia's Tourism Industry 2025 Survey released in February 2026. Seasons are slightly different as Winter is only Dec-Feb, Spring is March to May and Summer is June to August for the BC survey.

# Winter Pain Points

Residents who noted high winter volumes were asked to specify the locations where they encountered overcrowding.

- Kicking Horse Mountain Resort was the most mentioned place (73%), followed by shops/grocery stores (67%), and Downtown Golden (64%).

**Overcrowding Locations During Winter**  
(% of Residents who Suggest Overcrowding During Winter)

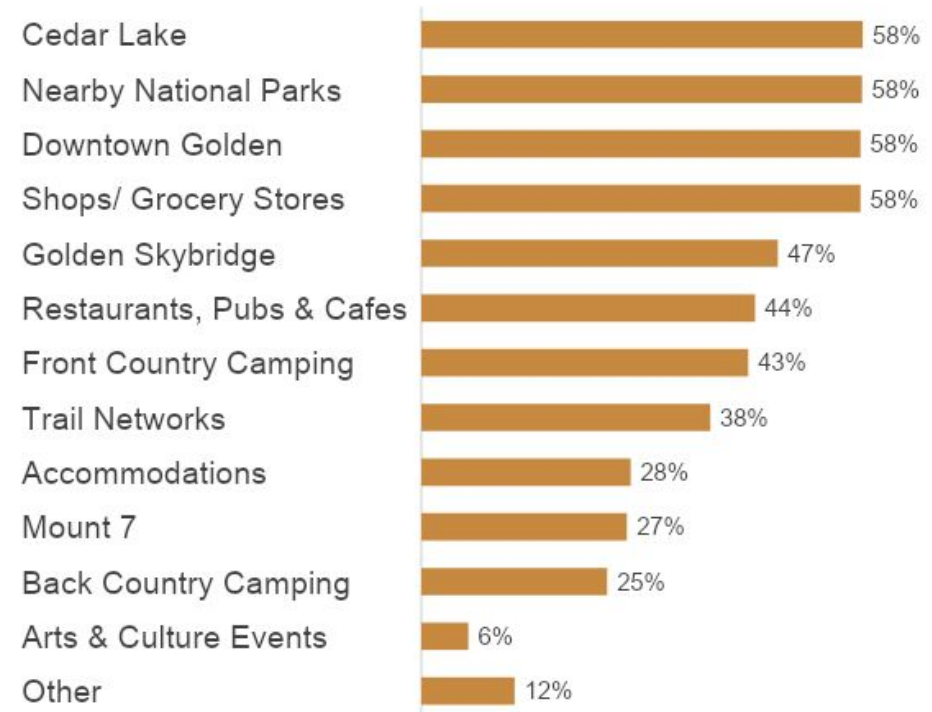


# Summer Pain Points

Residents who noted high summer volumes were asked to specify the locations where they encountered overcrowding.

- Almost six-in-ten residents mentioned Cedar Lake, nearby National Parks, downtown and shops/ grocery stores to be the top places with overcrowding during summer (58% each).

**Overcrowding Locations During Summer**  
(% of Residents who Suggest Overcrowding During Summer)

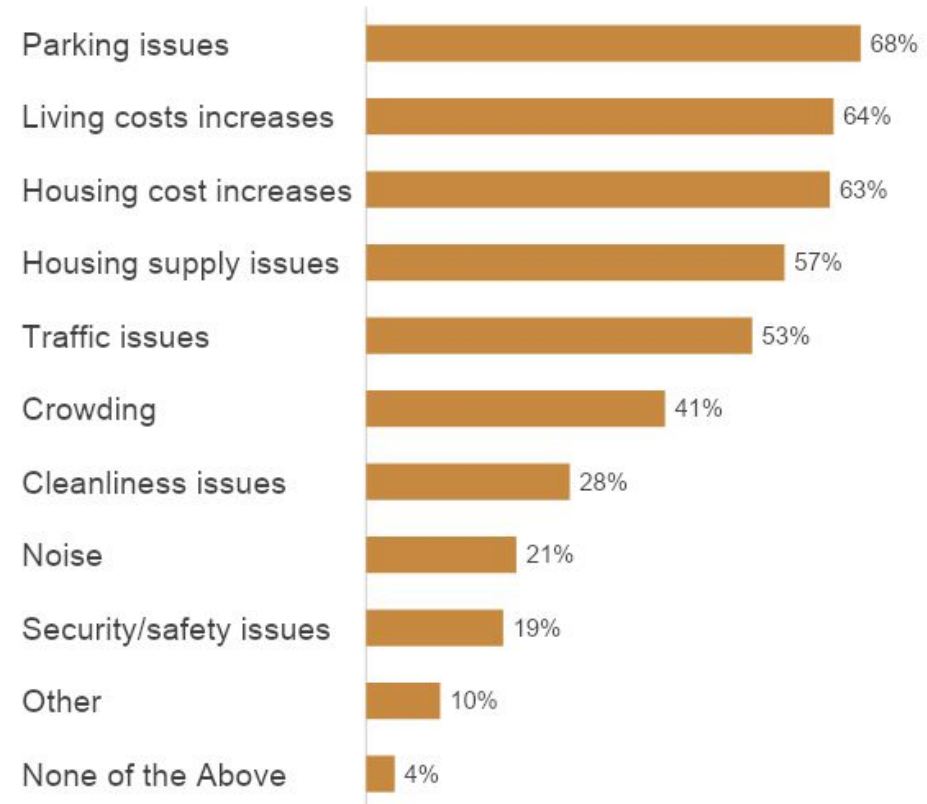


# Tourism Challenges in Golden/ Area A

Residents were asked their opinion on the type of challenges that tourism causes in Golden/Area A.

- Nearly seven-in-ten residents (68%) noted that parking issues is the top challenge. Approximately six-in-ten residents mentioned 'living costs' (64%), 'housing cost increases' (63%), and 'housing supply issues' (57%). With 53%, 'Traffic issues' rounds-out the top five challenges that tourism cause in their community.
- Residents who have lived in Golden/ Area A more than 15 years are notably more likely to mention parking issues. Similarly, those with a tenure of 6+ years are notably more likely than their counterparts to mention safety as another tourism-related challenge.

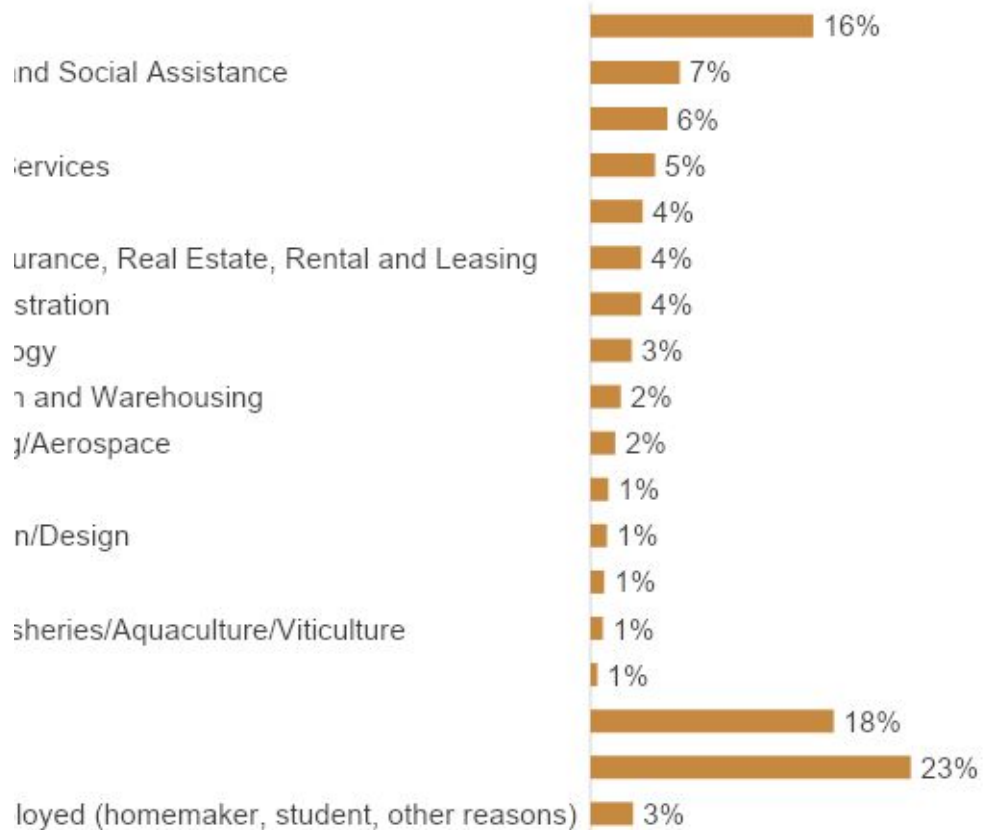
**Tourism Challenges**  
(% of Residents)



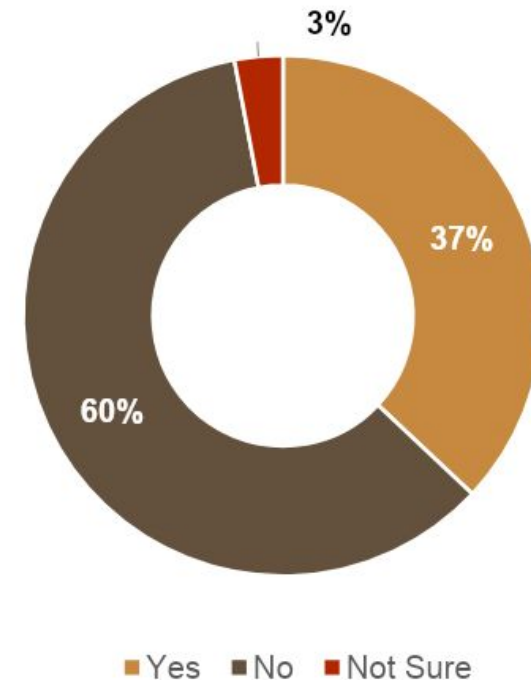
# Relationship with Tourism Industry

# Relationship with Tourism Industry

**Industry Employed In**  
(% of Residents)



**Household Dependent on Tourism Industry**  
(% of Residents)



Q3. What industry are you currently employed in? Results are weighted. Base: All respondents, n=534.

Q4. Does your household income depend on the tourism industry (including directly and/or indirectly)?, Results are weighted. Base: All respondents, n=534.

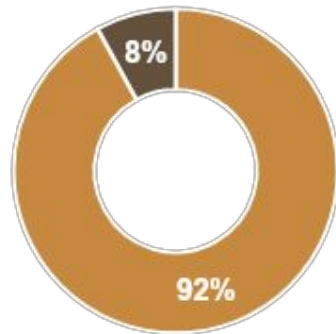
# Familiarity with Tourism Golden

# Awareness of Tourism Golden

Residents were asked about their awareness of Tourism Golden.

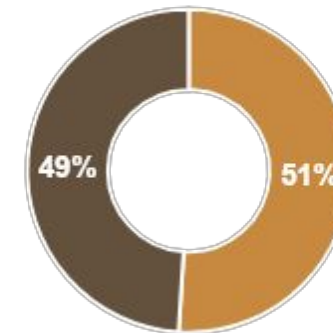
- Overall, nearly all residents are aware of Tourism Golden (92%).
- Of those aware of Tourism Golden, only half (49%) are aware that Tourism Golden is funded by the Municipal and Regional District Tax (MRDT).

**Awareness of Tourism Golden**  
(% of Residents)



■ Yes ■ No

**Awareness of Tourism Golden funded by MRDT**  
(% of Residents Aware of Tourism Golden)



■ Yes ■ No

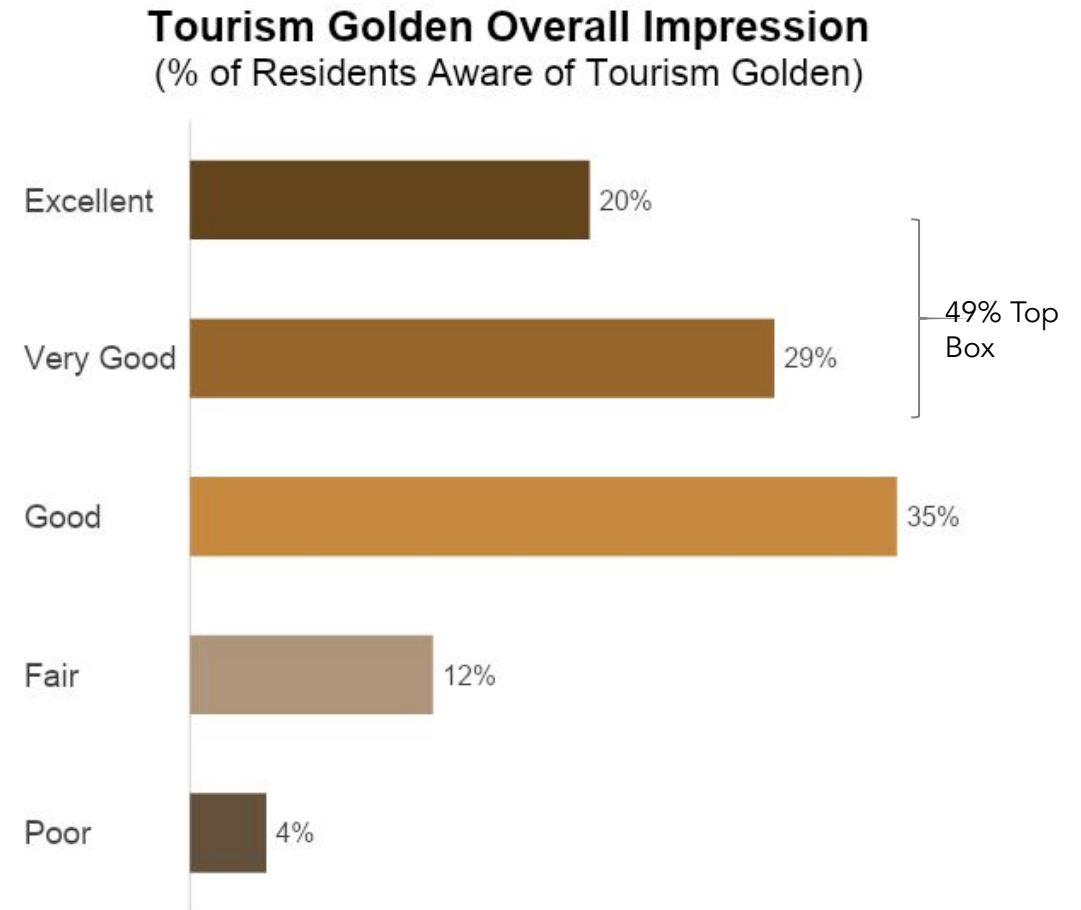
6. Tourism Golden is an independent, non-profit society designated as the Destination Marketing Organization for the Town of Golden and Area A (excluding Field). Tourism Golden, as a stand-alone organization, is primarily funded by the Municipal and Regional District Tax (MRDT), a tax of 3% imposed on the purchase of short-term tourism accommodations (i.e. hotels, motels, vacation properties, etc.) within Golden and Area A. Before this survey, were you aware of Tourism Golden? , n=534.

7. Were you previously aware that Tourism Golden is funded by MRDT which is collected from guests staying in short-term accommodations in the area, and not through resident-oriented taxation tools (i.e. property tax, income tax)? , n=478

# Tourism Golden Overall Impression

Residents aware of Tourism Golden and MRDT funding provided feedback on their overall impression.

- Resident sentiment toward Tourism Golden is largely positive; 49% rate their impression as 'excellent' or 'very good,' while 35% consider it 'good.' Only a small segment (12%) described their impression as 'fair' and even fewer (4%) hold a 'poor' impression of TG overall.

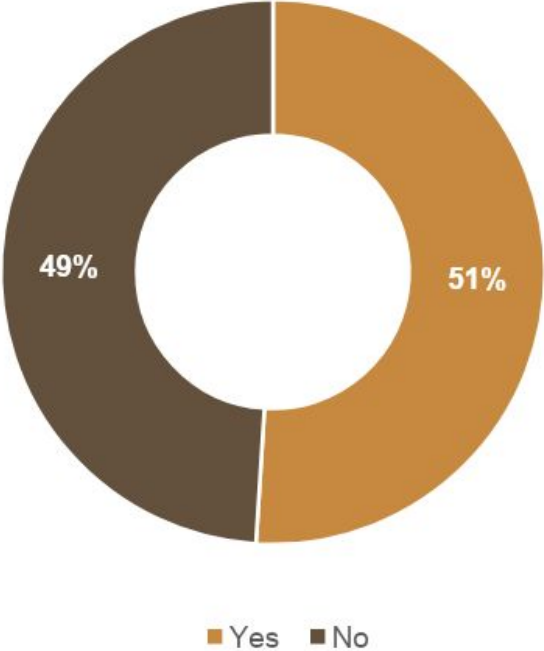


# Awareness of the Resort Municipalities Initiative (RMI)

Residents were asked if they were aware of the Resort Municipalities Initiative (RMI).

- Approximately half of residents (51%) noted they are aware of the RMI.

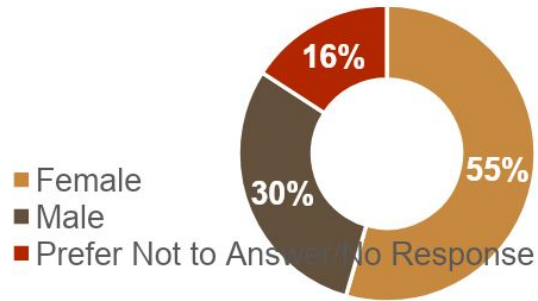
**Awareness of RMI**  
(% of Residents)



# Demographics

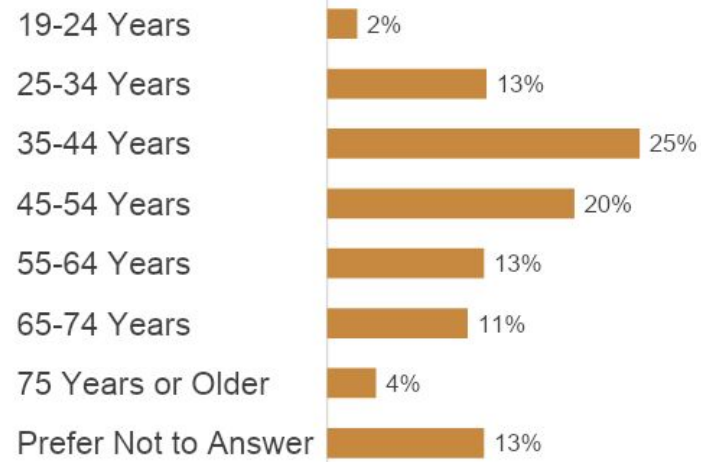
# Demographics

**Gender**  
(% of Residents)



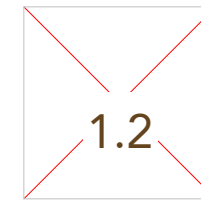
Unweighted. Base: All respondents, n=534.

**Age**  
(% of Residents)



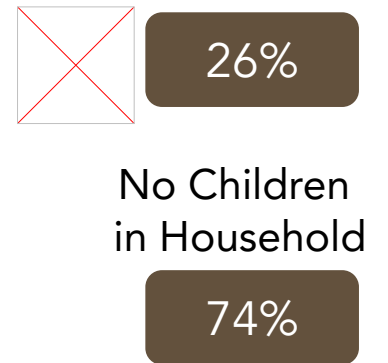
Unweighted. Base: All respondents, n=534.

**Average People in Household**



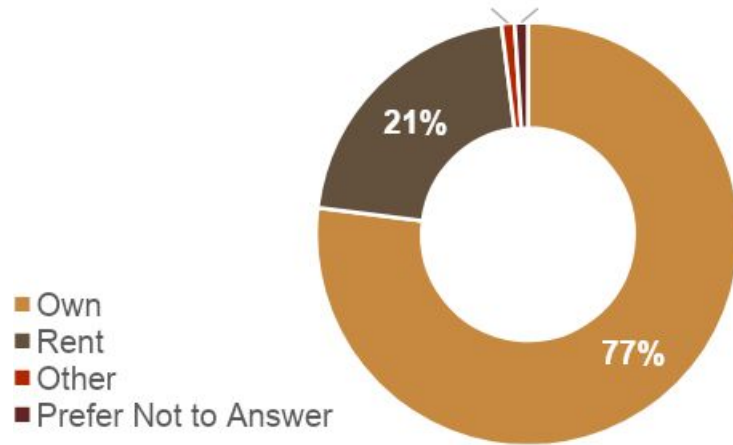
Weighted. Base: All respondents, n=470.

**Children in Household**



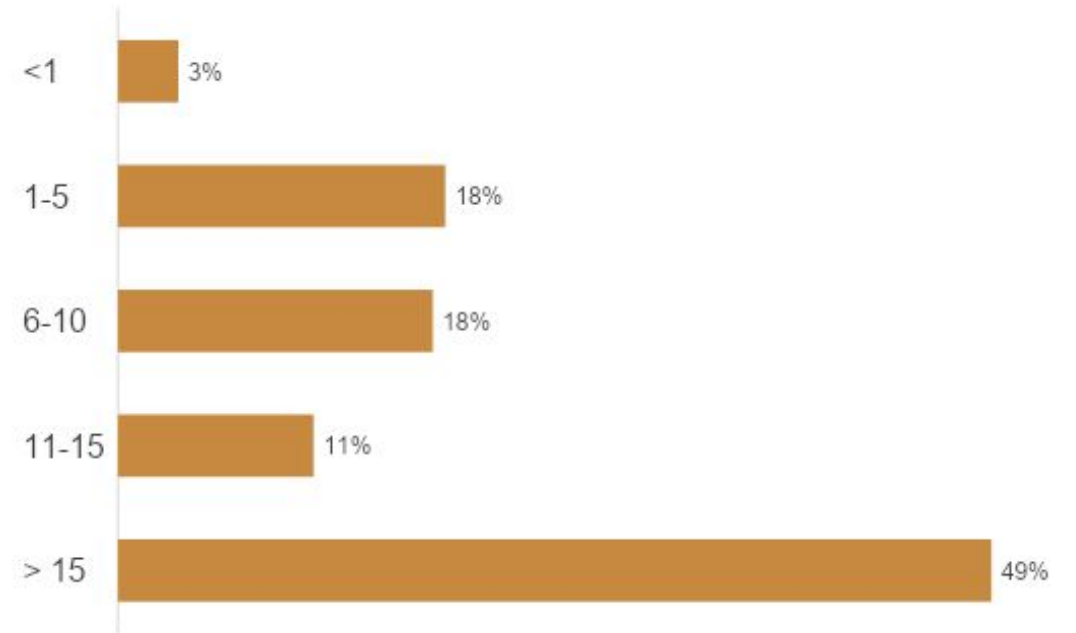
# Demographics

**Ownership**  
(% of Residents)



Weighted. Base: All respondents, n=465.

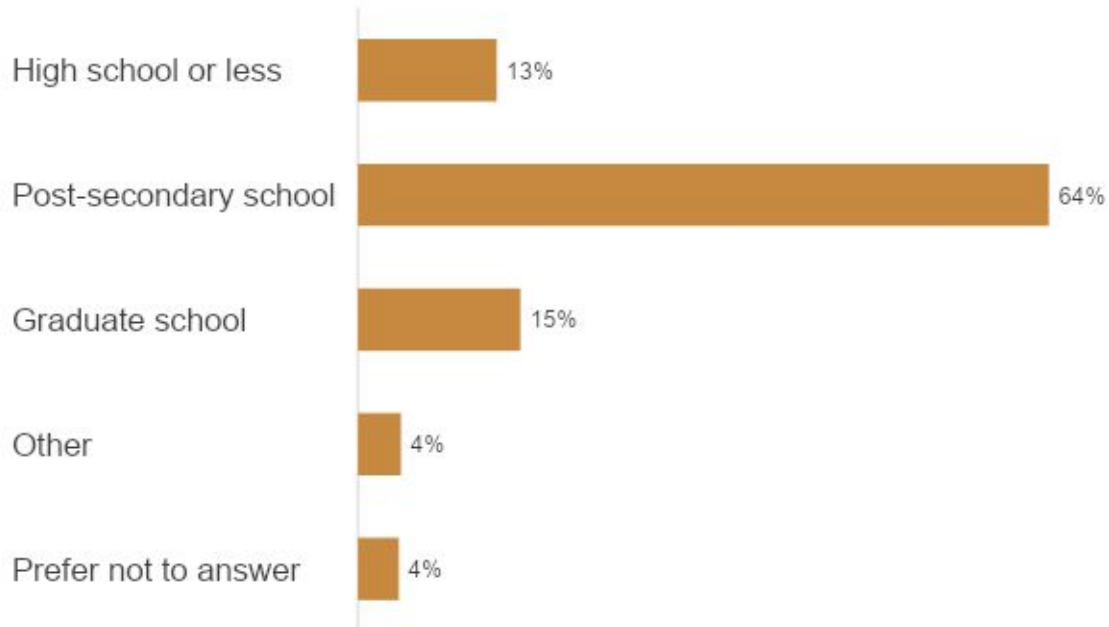
**Tenure in Golden**  
(% of Residents)



Weighted. Base: All respondents, n=467.

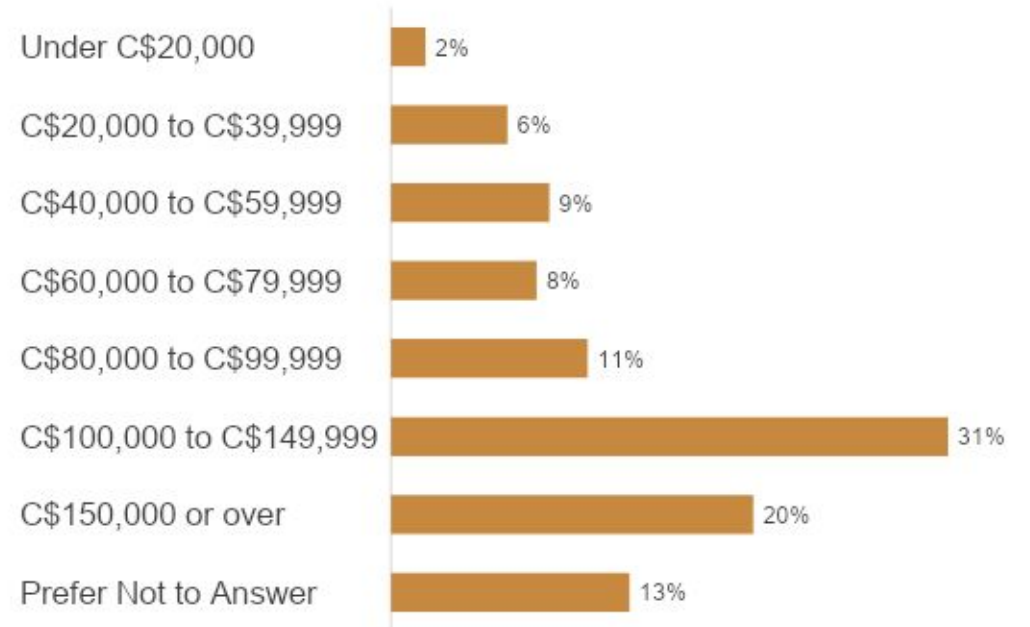
# Demographics

**Education**  
(% of Residents)



Weighted. Base: All respondents, n=466.

**Household Income**  
(% of Residents)



Weighted. Base: All respondents, n=467.

# Prompted Decisions to Move to Golden – Selected Comments

*'Be close to the mountains for skiing and mountain biking/hiking. For the beautiful scenery. And the rustic charm of the town.'*

*'Job opportunity, variety of outdoor activities in the immediate vicinity, and proximity to Calgary for 'city amenities' when needed.'*

*We used to live in Banff, where it was way [too] insane there with tourism etc ... And we literally feel in love with Golden. We felt part of a community straight away, by going to the concerts in summer, by walking along the river, by the bike trails, then winter etc ... I really don't want Golden to become like Banff, but I believe a little more tourism to get more job opportunities would do good to the town. And to not have all those abandoned buildings all around. Golden is ... A gem.'*

*'Ability to afford a detached home on acreage. Proximity to national parks and outdoor activities. Quieter and slower pace of a small town.'*

*'The mountains, easy access to outdoor activity, in a perimeter of 2 hours playground is huge for ski, ski touring, mtn biking, hiking. Found a job I love and a honey. The town is just big enough. I like the vibe.'*

# SUMMARY & CONCLUSIONS

# Summary & Conclusions

- Residents recognize that tourism is important to the local economy and that it provides other benefits such as supporting more diverse amenities for the town.
- Tourism does appear to create a sense of pride of place and positively impacts the quality of life of residents.
- Despite generally positive impacts, there are perceived issues and concerns. The largest issue residents perceive about tourism is that it created parking challenges. In addition, some residents perceive that tourism is contributing to increased cost of living, increased cost of housing and lack of available housing in the area. Although we know that these complex issues are influenced by many factors beyond tourism, the perception of a link between tourism and affordability pressures may put future tourism support at risk.
- Respondents have a sense of seasonal strain in the Summer months particularly; however, there appears to be an opportunity or appetite for targeted shifts of visitation to Spring and Fall.
- There is a gap of understanding in how Tourism Golden is funded as well as awareness of the Resort Municipalities Initiative.
- Overall, there is clear support for continued tourism marketing in a responsible way that reflects the community's values. However, there is some trepidation about growth in the next five years and the connection to Golden could be eroded for some residents if tourism significantly increases.
- More recently tenured residents have a different perspective than those who have lived in Golden longer. Housing costs, as an example, have very divergent views. Newer residents are more likely to consider Golden as an affordable housing location whereas longer-tenure residents appear to have a lot of concern over higher housing costs which they attribute to, at least in part, tourism.

# APPENDIX A – Methodology Details

# Methodology Details

To ensure the results were representative of the Golden and Area A population, the survey responses were **weighted by gender and age** to reflect the actual population within each area (Town of Golden and Area A). Then, to have a balanced Total, data was weighted by adult population between the Town of Golden and the Area A. All weighting was based on the 2021 Canadian Census. Any Age and Gender which are not reflected in the Census were given a weight of 1. The next two tables show the distribution and weighting for each area of residence.

Given the low proportion of older male respondents in the Town of Golden, this cell has a high weight factor (4.05864) while middle-aged females were over-represented in the survey therefore have been down weighted notably (0.48022)

TOWN OF GOLDEN	Census			Survey Responses			Weight Factor		
	Male	Female	Other/PNA	Male	Female	Other/PNA	Male	Female	Other/PNA
18-34	14.7%	14.5%	--	10.0%	9.7%	0.3%	1.24378	1.27171	1.00000
35-54	18.4%	17.0%	--	15.5%	30.0%	1.3%	1.00588	0.48022	1.00000
55-64	7.9%	7.9%	--	3.5%	6.8%	1.0%	1.90018	0.99533	1.00000
65+	9.3%	10.3%	--	1.9%	7.4%	0.0%	4.05864	1.18230	1.00000
Prefer Not to Answer	--	--	--	0.3%	0.0%	12.3%	1.00000	1.00000	1.00000

# Methodology Details

Given the low proportion of younger respondents in the Area A, both Male and Female 18-34 Year Old cells have a higher weight factor (2.26367 and 2.30018, respectively) while middle-aged females and females 65 and older were over-represented in the survey therefore have been down weighted notably (0.44289 and 0.62320, respectively)

AREA A	Census			Survey Responses			Weight Factor		
	Male	Female	Other/PNA	Male	Female	Other/PNA	Male	Female	Other/PNA
18-34	11.0%	9.9%	--	4.0%	3.6%	0.9%	2.26367	2.30018	1.00000
35-54	18.7%	16.5%	--	8.5%	30.8%	2.2%	1.81593	0.44289	1.00000
55-64	10.9%	10.2%	--	5.8%	8.0%	0.4%	1.55494	1.04937	1.00000
65+	13.0%	9.8%	--	8.9%	12.9%	1.3%	1.19938	0.62320	1.00000
Prefer Not to Answer	--	--	--	0.0%	0.9%	11.6%	1.00000	1.00000	1.00000

# Methodology Details

The total was also weighted by area of residence to ensure accurate representation from the Town of Golden as well as Area A. The table below provides the weight adjustment that was applied for results.

	Census		Survey Responses		Weight Factor	
	Town of Golden	Area A	Town of Golden	Area A	Town of Golden	Area A
Adult (18+) Population Distribution	53.5%	46.5%	58.1%	41.9%	0.92174	1.10830

# APPENDIX B - Questionnaire

## LANDING PAGE

Tourism Golden is pleased to invite you to participate in the Resident Sentiment Survey. Through this survey, you will have the opportunity to share your thoughts on how you feel that tourism impacts you and your community. This information will help Tourism Golden and our partners better understand how residents feel about tourism and what we can do moving forward to better our community.

Depending on your responses, we anticipate the survey will take you about 5-10 minutes to complete.

By completing this survey, by April 17, 2026 you are eligible to be entered into a draw to win one (1) of three (3) Visa gift cards valued at \$100 (CDN), \$150 (CDN), and \$200 (CDN). Please note, each household is only eligible to enter the contest once.

**Confidentiality:** No personal information will be collected in this survey. Your responses will be kept confidential and not linked to any individual.

**Return to the Survey:** If you need to exit the survey and complete it at another time, simply close the survey window. You can use the email invitation link to return to the survey and start where you left off.

**How to navigate:** Please use the BACK and NEXT buttons at the bottom of your screen to navigate through the survey. Please 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 are having technical difficulties with the survey software, please contact Align Consulting at [surveys@alignconsultinggroup.ca](mailto:surveys@alignconsultinggroup.ca) If you have questions about the project please contact the Tourism Golden at [andy@tourismgolden.com](mailto:andy@tourismgolden.com)

Thank you!

Please press 'Next' to proceed.

## SCREENER

Thank you for participating. The goal of this survey is to understand how tourism affects your daily life in Golden. Your feedback will help shape future tourism management to ensure it benefits the community.

### 1. Where is your primary residence? [MANDATORY]

Please select one of the following.

- TOWN OF GOLDEN
- CSRD AREA A
- NEITHER [TERMINATE]
- OTHER (Please specify): \_\_\_\_\_ [TERMINATE]

### 2. Are you 18 years of age or older?

Please select one of the following.

- YES
- NO [TERMINATE]

### 3. What industry are you currently employed in?

Please select one of the following.

- AGRICULTURE/FISHERIES/AQUACULTURE/VITICULTURE
- CONSTRUCTION
- EDUCATIONAL SERVICES
- FILM/ANIMATION/DESIGN
- FINANCES, INSURANCE, REAL ESTATE, RENTAL AND LEASING
- FORESTRY
- HEALTH CARE AND SOCIAL ASSISTANCE
- HIGH TECHNOLOGY
- MANUFACTURING/AEROSPACE
- MINING
- OIL & GAS
- PUBLIC ADMINISTRATION
- TOURISM
- TRANSPORTATION AND WAREHOUSING
- UTILITIES
- OTHER [ANCHOR]
- I AM RETIRED [ANCHOR]
- I AM NOT EMPLOYED (HOMEMAKER, STUDENT, OTHER REASONS) [ANCHOR]

### 4. Does your household income depend on the tourism industry (including directly and/or indirectly)?

Please select one of the following.

- YES
- NO

- NOT SURE

5. Which of the following jobs do you consider part of the tourism industry?

Please select all that apply.

- HOTEL STAFF (FRONT DESK, HOUSEKEEPING)
- RESTAURANT STAFF
- TOUR GUIDES
- EVENT PLANNERS
- RETAIL SHOP EMPLOYEES
- MUSEUM/GALLERY STAFF
- OUTDOOR RECREATION GUIDES
- TRANSPORTATION DRIVERS (BUS, SHUTTLE, TAXI)
- MARKETING/COMMUNICATIONS PROFESSIONALS
- FARMERS OR FOOD PRODUCERS
- TRADE WORKERS (ELECTRICIANS, PLUMBERS)
- CONSTRUCTION WORKERS
- HEALTHCARE WORKERS
- I'M NOT SURE [EXCLUSIVE]

TOURISM GOLDEN

6. Tourism Golden is an independent, non-profit society designated as the Destination Marketing Organisation for the Town of Golden and CSRD Area A (excluding Field). Tourism Golden, as a stand-alone organization, is primarily funded by the Municipal and Regional District Tax (MRDT), a tax of 3% imposed on the purchase of short-term tourism accommodations (i.e. hotels, motels, vacation properties, etc.) within Golden and Area A. Before this survey, were you aware of Tourism Golden?

Please select one response

- YES
- NO

7. [ASK IF Q6= YES] Were you previously aware that Tourism Golden is funded by MRDT which is collected from guests staying in short-term accommodations in the area, and not through resident-oriented taxation tools (i.e. property tax, income tax)?

Please select one response

- YES
- NO

8. [ASK IF Q6=YES] What would you say is your overall impression of Tourism Golden?

Please select one response

- 1 -POOR
- 2 -FAIR
- 3 -GOOD
- 4 - VERY GOOD
- 5 - EXCELLENT
- DON'T KNOW

9. There are 14 communities in British Columbia, including Golden, designated as Resort Municipalities. With this designation, communities are eligible for Resort Municipalities Initiative (RMI) funding based on an approved 3-year strategic plan. The RMI program supports projects that extend or diversify the tourism season, increase visitation, improve the sustainability of the tourism sector, or enhance the overall visitor experience. Before today, were you aware of the Resort Municipalities Initiative (RMI)?

Please select one response

- YES
- NO

OVERALL TOURISM PERSPECTIVE

10. In your opinion, how important is the tourism industry to the Golden/Area A community's economy?

Please select one response

- 1 - NOT AT ALL IMPORTANT
- 2 - NOT VERY IMPORTANT
- 3 - NEITHER IMPORTANT NOR UNIMPORTANT
- 4 - SOMEWHAT IMPORTANT
- 5 - VERY IMPORTANT
- NO OPINION/NOT SURE

11. Do you believe that the current level of tourism development in Golden is too much, too little or just right?

- TOO MUCH

- JUST RIGHT
- TOO LITTLE
- DON'T KNOW

12. Do you believe the speed of tourism development in Golden is too fast, too slow or just right?

- TOO FAST
- JUST RIGHT
- TOO SLOW
- DON'T KNOW

13. Would you like visitor volume in Golden to increase, decrease or stay the same in the next five years?

- INCREASE
- STAY THE SAME
- DECREASE
- DON'T KNOW

#### IMPACT OF TOURISM

Throughout the remaining components of this survey, we will ask for your perspectives about different aspects of visitors and tourism in Golden.

14. To what degree do you agree or disagree with the following statements about the tourism industry in Golden? Please select one response per item.

	STRONGLY DISAGREE (1)	DISAGREE (2)	NEITHER AGREE NOR DISAGREE (3)	AGREE (4)	STRONGLY AGREE (5)	NO OPINION/ NOT SURE
<b>Socio-Cultural Impacts</b>						
Tourism supports a greater diversity of amenities (such as restaurants, attractions, recreational facilities and events) than would otherwise exist in Golden/Area A.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The tourism industry supports local businesses in Golden/Area A.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Tourism brings people from diverse backgrounds and cultures into Golden/Area A.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Tourism helps to preserve and showcase Golden's history, culture and heritage.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Tourism has a positive impact on Golden's cultural activities and leisure offerings.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Tourism has a positive impact on Golden's atmosphere and entertainment in the town.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<b>Economic Impacts</b>						
I value the contribution visitors make to my local economy.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Overall, I believe the positive impacts of tourism in my community outweigh the negative impacts.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

#### PERFORMANCE MEASUREMENT QUESTIONS

15. Please indicate your level of agreement with the following statements:

Please select one response per item

	1- STRONGLY DISAGREE	DISAGREE	NEUTRAL	AGREE	5- STRONGLY AGREE	NO OPINION/ NOT SURE
Overall, tourism contributes positively to the quality of life of Golden/Area A.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I value the contribution visitors make to the Golden/Area A community.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I would continue to live in Golden even if tourism increases significantly.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I am proud to see tourists who have come from far away to visit my town.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Tourism Golden needs to continue to promote the town to attract more tourists.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

16. On a scale of 0-10, how likely are you to recommend Golden as a place to visit to a friend or colleague? Please select one response.

0-NOT AT	1	2	3	4	5	6	7	8	9	10- EXTREME LY LIKELY	NO OPINION/ NOT SURE
-------------	---	---	---	---	---	---	---	---	---	-----------------------------	----------------------------

ALL LIKELY													
	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

#### CHALLENGES & CAPACITY

17. Do you think Golden/Area A has too few, too many, or just the right amount of tourism throughout the year?

Please select one response per item.

	TOO MANY	JUST THE RIGHT AMOUNT	TOO FEW	DON'T KNOW / NOT SURE
Winter (Dec-Mar)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Spring (Apr-Jun)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Summer (Jul-Aug)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Fall (Sep-Nov)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

[ASK IF RESPONDED 'TOO MANY' IN WINTER IN Q7]

9a. You suggested that there were too many tourists this past winter season, where did you experience overcrowding?

Please select all that apply:

- KICKING HORSE MOUNTAIN RESORT
- SLEDDING TRAILS
- DAWN MOUNTAIN NORDIC CENTRE
- ARTS & CULTURE EVENTS
- RESTAURANTS, PUBS & CAFES
- DOWNTOWN GOLDEN
- SHOPS/GROCERY STORES
- SHUTTLES/TRANSPORTATION
- OTHER (PLEASE SPECIFY): \_\_\_\_\_
- NONE OF THE ABOVE

[ASK IF RESPONDED 'TOO MANY' IN SUMMER IN Q7]

9b. You suggested that there were too many tourists this past summer season, where did you experience overcrowding?

Please select all that apply:

- CEDAR LAKE

- MOUNT 7
- FRONT COUNTRY CAMPING
- BACK COUNTRY CAMPING
- TRAIL NETWORKS
- GOLDEN SKYBRIDGE
- NEARBY NATIONAL PARKS
- ARTS & CULTURE EVENTS
- RESTAURANTS, PUBS & CAFES
- DOWNTOWN
- SHOPS/ GROCERY STORES
- ACCOMMODATIONS
- OTHER (PLEASE SPECIFY): \_\_\_\_\_
- NONE OF THE ABOVE [EXCLUSIVE]

18. What type(s) of problems does tourism cause in Golden/Area A?

Please select all that apply:

- TRAFFIC ISSUES
- PARKING ISSUES
- SECURITY/SAFETY ISSUES
- NOISE
- CROWDING
- LIVING COSTS INCREASES
- HOUSING COST INCREASES
- HOUSING SUPPLY ISSUES
- CLEANLINESS ISSUES
- OTHER (PLEASE SPECIFY): \_\_\_\_\_
- NONE OF THE ABOVE [EXCLUSIVE]

#### DEMOGRAPHICS

We just have a few more questions for statistical purposes only and your responses will remain anonymous. This information will help us understand the different views and needs of residents by sub-groups. Please be assured that nothing will link your responses to your household. All reporting will be on an aggregate level.

19. 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

20. 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

21. Including yourself, how many people live in your household? How many are children under 18 and how many are adults? Please enter the number in each category. If none, please enter '0'.

Adult(s) \_\_\_\_\_

Child(ren) \_\_\_\_\_

22. 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

23. What is the highest level of education that you have completed? Please select one response

- HIGH SCHOOL OR LESS
- POST-SECONDARY SCHOOL (UNIVERSITY/COLLEGE)
- GRADUATE SCHOOL (MASTER'S/DOCTORATE)
- OTHER
- PREFER NOT TO ANSWER

24. Do you own or rent your current place of residence? Please select one response

- OWN

- RENT
- OTHER
- PREFER NOT TO ANSWER

25. How long have you lived in Golden/Area A? Please select one response

- LESS THAN 1 YEAR
- 1-5 YEARS
- 6-10 YEARS
- 11-15 YEARS
- MORE THAN 15 YEARS
- PREFER NOT TO ANSWER

26. [ASK IF RESPONDENT HAS LIVED IN GOLDEN 5 YEARS OR LESS], If you have lived in Golden for 5 years or less, please share what prompted your decision to move to our community:

27. For classification purposes only, can you please enter the last three digits of your postal code? Please record your response

- POSTAL CODE \_\_\_\_\_
- PREFER NOT TO ANSWER

#### CONTEST ENTRY

Thank you for your time and effort to share your opinion with the Tourism Golden. As a token of our appreciation, you are eligible for a draw to win one (1) of three (3) Visa gift cards valued at \$100, \$150, and \$200? In order to be entered, you will need to provide your name, address, phone number and email. This information will remain confidential and only be used for the administration of this draw. The selected entrants will be notified in May 2026. Would you like to enter the draw?

- YES
- NO

IF YES, Please provide the following:

Name: \_\_\_\_\_

Address: \_\_\_\_\_

Telephone: \_\_\_\_\_

Email: \_\_\_\_\_@\_\_\_\_\_. \_\_\_\_\_

**Thank you for participating in this Tourism Golden survey, if you have any additional comments please include them below.**

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



**For more information contact:**

Andy Brown

Executive Director, Tourism Golden

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