Peak Season 2024 Golden Visitor Survey Results – Report

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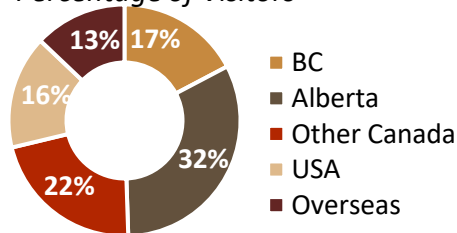Liddie.Lawrence@alignconsultinggroup.ca

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 Peak Summer (July and August) visitor surveys of 2024. 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. Please note that due to a programming error, additional activities was not asked in the online intercepts in the Peak season of 2024, therefore this information is not available.

Key Findings

- Alberta was the most common source market (32%) during the peak season which is consistent with 2023 and 2019 results; however, BC (17% down from 26%) decreased notably which was made up by increases from the USA and Overseas in 2024 (at 16% and 13% up from 8% each). Other Canada remained relatively consistent (22% down from 24%).
- The majority of peak season visitors were staying overnight. In fact, eight-in-ten (80%) visitors were staying overnight in Golden while only 20% were day trippers. The average overnight visitor length of stay 2.9 nights. The trip length is up from all previous years.
- Similar to 2023 (36%), Golden was the primary destination of 37% of visitors, but the destination is also a draw for those on a touring vacation (38%).
- On average, visitors' travel party consists of 2.9 people. Three-in-ten parties (34%) are travelling with children under the age of 18.
- Awareness levels of first-time visitors are down to 50% from 65% in 2023, but still higher than 40% in 2019 and 48% 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 (25% of overnight visitors using these services) which is up from 17% in 2023, 12% in 2019 and 15% in 2017.
- Most peak season visitors were in Golden for a family vacation (28%), to take a break from driving (12%), and to visit the National Parks (11%). Proximity to National/Provincial parks (84%), proximity to nature/wilderness (83%), access to good variety of outdoor recreation activities (74%), friendly people (73%), and it's small town charm (69%) are the main drivers of travellers decision to visit Golden.
- On average, spend has drastically increased over the past four years. In fact, travel parties spent an average of $1,211.57 while in Golden in the peak season of 2024 which was up 10% over 2023 results ($1,092) and 80% over 2019 results ($606). 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 summer visitors rated their overall experience as very good-excellent (90%) and the majority were very likely to return (73%). Both are lower than 2023 results (93% and 81%, respectively) and also lower than 2019 results (93% and 83% respectively).
- Despite 85% of peak season visitors being satisfied with their trip in Golden, Golden's Net Promoter Score (NPS) is still moderate at 50.3 (up 1.4 pts from 48.9 in 2023-2024 annual).
- Golden's peak season visitors appear to consider sustainability when travelling and have a positive impression of the destination's sustainability efforts.

GOLDEN – PEAK SEASON 2024 SUMMARY

Market Origin
Percentage of Visitors

- 17% BC
- 32% Alberta
- 22% Other Canada
- 16% USA
- 13% Overseas

Legend:
- ■ BC
- ■ Alberta
- ■ Other Canada
- ■ USA
- ■ Overseas

Top Provinces (outside BC & AB)
1. Ontario 2. Saskatchewan 3. Quebec 4. Manitoba

Top 3 USA States
1. California
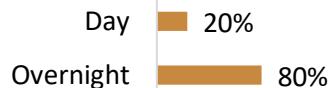2. Colorado
3. California/Illinois

Top Overseas Regions
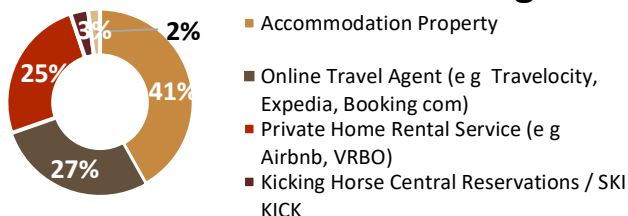1. United Kingdom
2. Germany
3. Australia

$1,211 = average visitor party expenditure in Golden

Length of Stay
- Day: 20%
- Overnight: 80%

Average Stay = **2.9** Nights

Accommodations Booking

- 41% Accommodation Property
- 27% Online Travel Agent
- 25% Private Home Rental Service
- 3% Kicking Horse Central Reservations / SKI KICK
- 2%

Legend:
- ■ Accommodation Property
- ■ Online Travel Agent (e g Travelocity, Expedia, Booking com)
- ■ Private Home Rental Service (e g Airbnb, VRBO)
- ■ Kicking Horse Central Reservations / SKI KICK

75% Stayed at Paid Roofed Accommodation

77% Pre-Booked Accommodation

Visitors

65% female

33% male

2.9 people in each visitor party
- 2.4 adults
- 0.6 children (< 16)

28% were between ages of 19-34

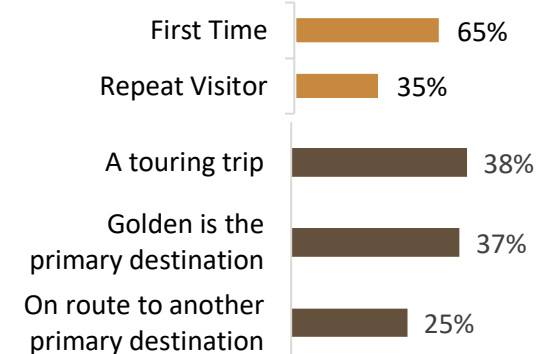**44%** were between ages of 35-54

46% had HH income of $100,000+

Top 5 Reasons for Visiting Golden
1. Family Vacation (28%)
2. Break from Driving/Convenient Place to Stop (12%)
3. Visiting National Parks (11%)
4. Sightseeing/Nature/Wildlife (10%)
5. Hiking (9%)

50% of first-time visitors were aware of Golden before visiting

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Type of Trip

- First Time: 65%
- Repeat Visitor: 35%

- A touring trip: 38%
- Golden is the primary destination: 37%
- On route to another primary destination: 25%

62% Considered Other Summer Destinations Like:
- Banff
- Revelstoke
- Other BC
- Canmore

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

Experience Evaluation

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

Likelihood to Recommend: **61%**

Net Promoter Score (NPS)*: **50.2**

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

NPS for those visitors where Golden is their primary destination.   3

	2024 Peak	2023	2019	2017	2024/2023 % Change	Directional Change[3]
Primary Market						
BC	17%	23%	14%	19%	-27%	⬇
Alberta	32%	36%	36%	30%	-12%	⬇
Other Canada	22%	20%	16%	15%	+10%	⬆
USA	16%	12%	12%	12%	+33%	⬆
Overseas	13%	9%	22%	24%	+44%	⬆
Gender						
Female	65%	58%	60%	53%	+12%	⬆
Male	33%	41%	40%	47%	-20%	⬇
Length of Stay						
Day Visitors	20%	18%	16%	23%	+11%	⬆
Overnight Visitors	80%	82%	84%	77%	-3%	═
Average Nights in Golden	2.9	2.6	2.5	2.8	+11%	⬆
Aware of Golden Before First Visit[1]	50%	59%	40%	48%	-16%	⬇
Type of Trip						
Percent Choosing Golden as Primary Destination	37%	44%	31%	27%	-16%	⬇
First Time Visitors	65%	56%	54%	55%	+16%	⬆
Repeat Visitors	35%	44%	46%	45%	-21%	⬇
Visitor Party Expenditures While in Golden	$1,212	$1,253	$606	$596	-3%	═
Accommodation						
Stayed at Paid Roofed Accommodation	75%	77%	72%	65%	-3%	═
Pre-Booked Accommodation	77%	81%	82%	76%	-5%	⬇
Booked with Private Home Rental (e.g. Airbnb)	25%	20%	12%	15%	+25%	⬆
Experience Evaluation						
Overall Excellent/Very Good Experience Rating[2]	90%	91%	93%	87%	-1%	═
High Likelihood of Return Trip to Golden[2]	73%	83%	83%	72%	-12%	⬇
High Likelihood of Recommending Golden	61%	63%	61%	49%	-3%	═
NPS	50.3	48.9	51.3	31.8	+1.4 pts	═

1. Of First Time Visitors.   2. Top Box Responses. 3. Values within +5% were marked as up or down directional change. 4. Tourism Golden now analyzes NPS for only those visitors where Golden is their primary destination.
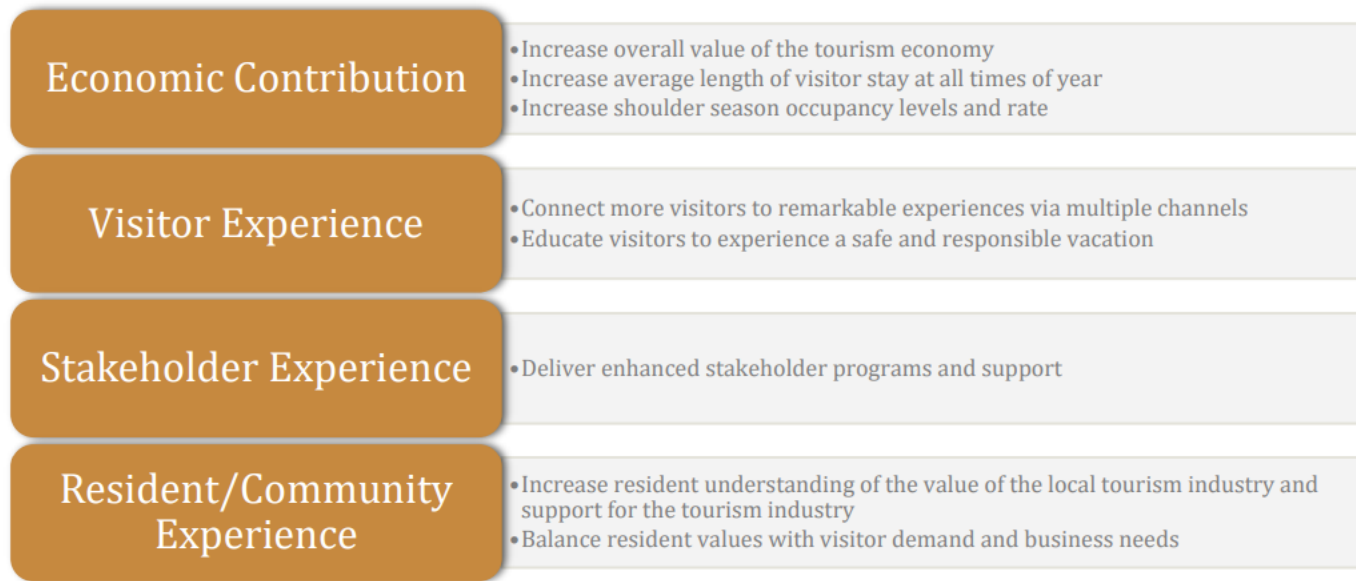
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Front Cover Photo Credit: Tourism Golden

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 *e*ffectively execute research-informed destination management strategies to realize this vision and will continue to focus on eight core objectives across four themes:[1]

Economic Contribution	• Increase overall value of the tourism economy • Increase average length of visitor stay at all times of year • Increase shoulder season occupancy levels and rate
Visitor Experience	• Connect more visitors to remarkable experiences via multiple channels • Educate visitors to experience a safe and responsible vacation
Stakeholder Experience	• Deliver enhanced stakeholder programs and support
Resident/Community Experience	• Increase resident understanding of the value of the local tourism industry and support for the tourism industry • Balance resident values with visitor demand and business needs

Visitor Intercept Surveys are identified as methods for measuring both objectives related to Visitor Experience. Given this, Tourism Golden identified the need to conduct a study in 2023. 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 this year. The new methodology is described in detail in the next section.

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

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

2. METHODOLOGY

2.1. Data Collection

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

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

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

2024 Golden Summer Visitor Methodology

Phase 1 – Online In-Destination Visitor Survey	(960 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	(264 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.

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.

A total of 1,164 people accessed the online in-destination survey during July and August of 2024. Of those, 113 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, 279 only partially completed the survey. Therefore, 772 visitors completed the Phase 1 survey. A total of 715 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 270 visitors completed the follow up online survey for a response rate of 38%.[2]

	Number of (% of Total):					
	Accessed Survey	Not in Population[1]/Did Not Complete	Completed In-Destination Survey	Agree to Follow-Up	Completed Follow-Up	Response Rate
Peak Season	1,164	392	772	715	270	38%

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

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[2] 38% is a is considered a strong response rate and is consistent with the 2023 Survey 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.
- Comparisons to summer 2019 results are made throughout the report. Please be aware that 2019 responses include both a online visitor experience survey as well as intercept survey results therefore there is a methodology change.
- The subtitle on each graph indicates the relevant sample population.

2.2.1. Net Promoter Score

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

One goal of Destination British Columbia's (DBC) 2017/18 - 2019/20 corporate strategy[3] is for British Columbia to become the most highly recommended destination in North America. The Net Promoter Score® (NPS®)[4] measures the intention to recommend a travel destination and is also an indicator of overall satisfaction with the travel experience. Starting in 2016, Golden visitor surveys have collected the NPS to monitor visitor experience satisfaction.

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?

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

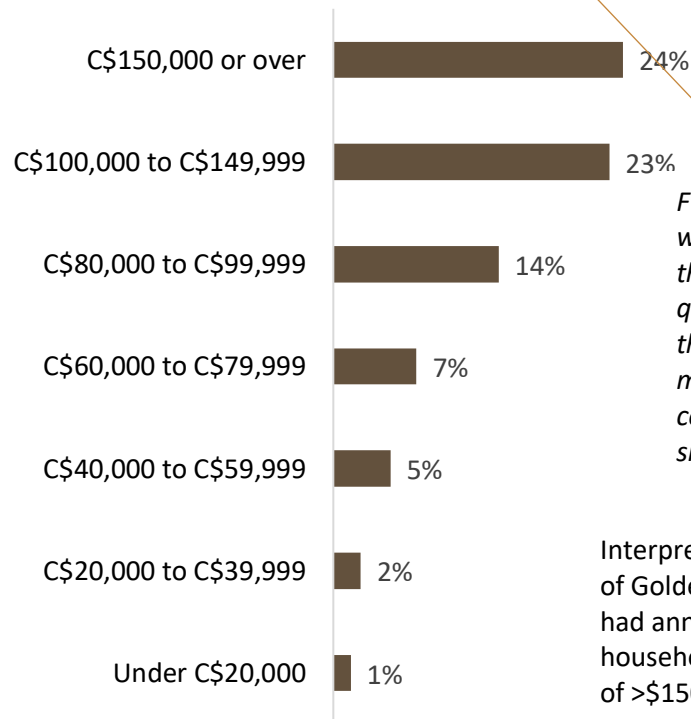$$ \%\ \text{Promoters} - \%\ \text{Detractors} = \textbf{NPS} $$

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

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

2.3. Tips for Reading Results

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

Annual Household Income ($CDN)
Percentage of Visitors FU

Income Bracket	Percentage
C$150,000 or over	24%
C$100,000 to C$149,999	23%
C$80,000 to C$99,999	14%
C$60,000 to C$79,999	7%
C$40,000 to C$59,999	5%
C$20,000 to C$39,999	2%
Under C$20,000	1%

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: 24% of Golden visitors had annual household incomes of >$150,000.

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

Province	Percentage
Ontario	11%
Saskatchewan	5%
Quebec	3%
Manitoba	2%
New Brunswick	1%
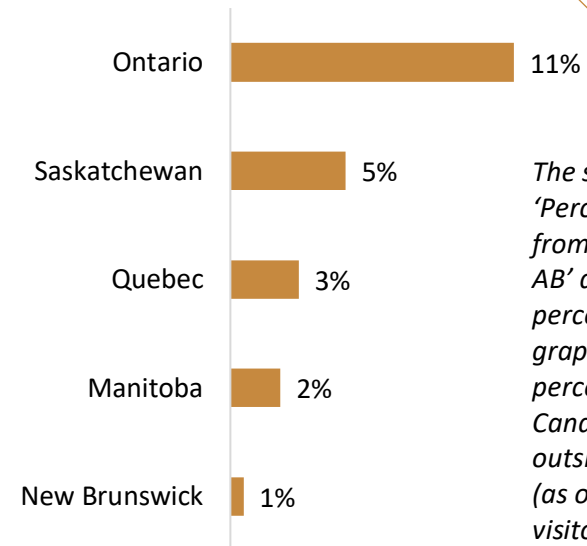
The statement, 'Percentage of Visitors from Outside BC and AB' describes what the percentages mean. This graph represents percentages only of Canadian Visitors from outside of BC or Alberta (as opposed to all visitors).
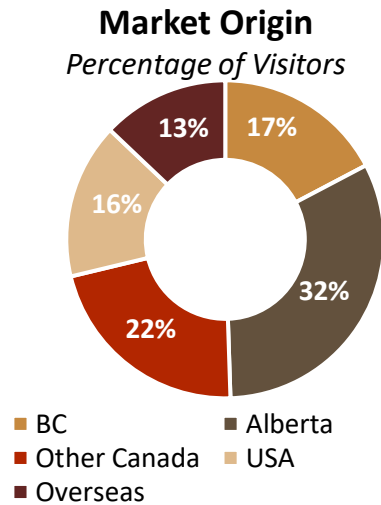
Interpretation: 11% of Canadian visitors from outside of BC and Alberta were from Ontario.

Footnotes about questions are noted here. Often they describe the 'other' categories, describe an analysis note, or describe the number of responses (n).
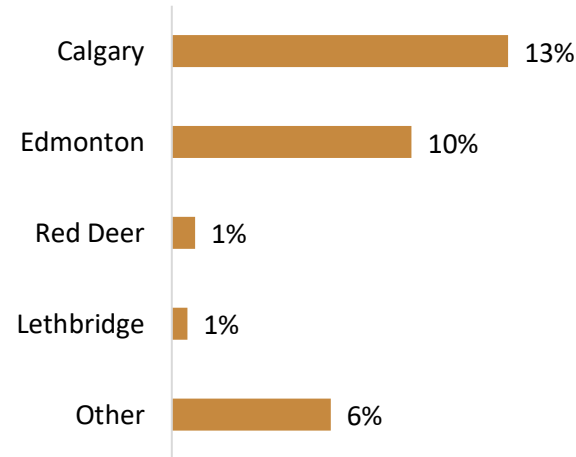
1. Other US States include: Michigan, Wisconsin, Georgia, New jersey, New York, Oregon, Florida, Pennsylvania.
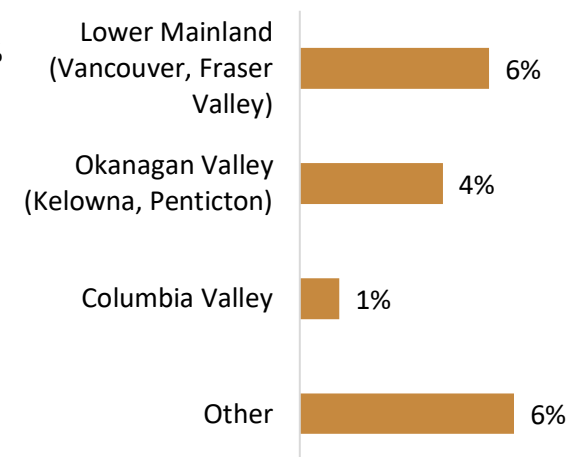
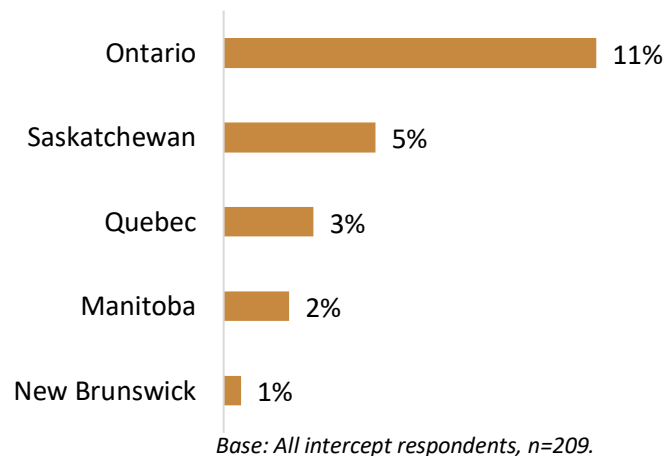# 3. RESULTS

3.1. Visitor Characteristics

Market Origin
Percentage of Visitors

- BC
- Alberta
- Other Canada
- USA
- Overseas

Q. Where do you live?
Base: All intercept respondents, n=960.

Origin of Visitors from Alberta
Percentage of Albertan Visitors

Region	Percentage
Calgary	13%
Edmonton	10%
Red Deer	1%
Lethbridge	1%
Other	6%

Base: All intercept respondents, n=472.

Origin of Visitors from BC
Percentage of British Columbian Visitors

Region	Percentage
Lower Mainland (Vancouver, Fraser Valley)	6%
Okanagan Valley (Kelowna, Penticton)	4%
Columbia Valley	1%
Other	6%

Base: All intercept respondents, n=472.

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

Region	Percentage
Ontario	11%
Saskatchewan	5%
Quebec	3%
Manitoba	2%
New Brunswick	1%

Base: All intercept respondents, n=209.

Origin of Visitors from USA[1]
Percentage of American Visitors

State	Percentage
Texas	1%
Colorado	1%
California	1%
Illinois	1%

Base: All intercept respondents, n=149.

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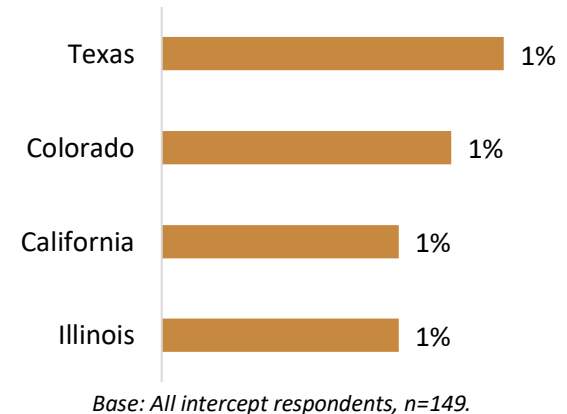
1. Small sample sizes exist, please use caution when interpreting.
2. Overseas Visitors n=20. Uk 27%, Germany 15%, Australia 11%, Other European Countries 24%. Very small sample sizes, interpret with caution.
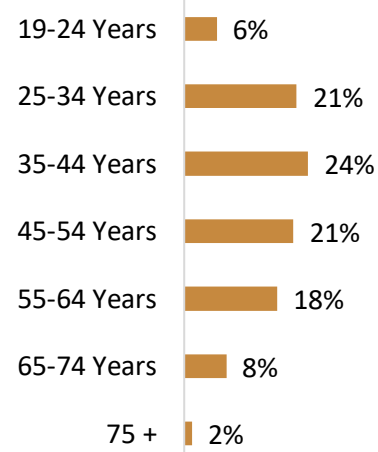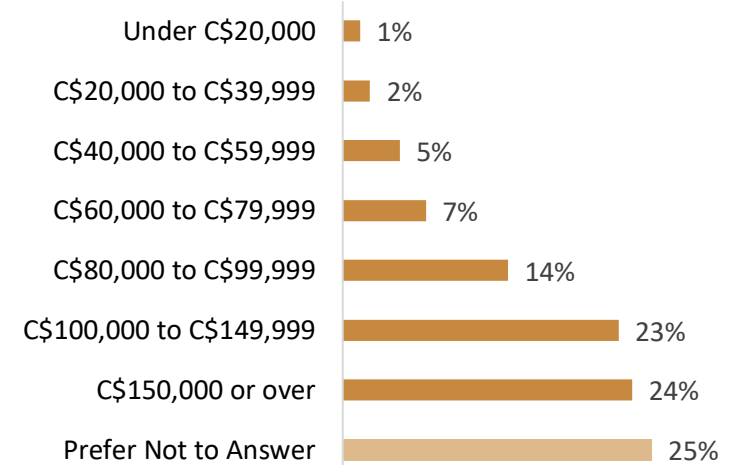
Gender[1]
Percentage of Visitors

- 65% Female
- 33% Male

■ Male ■ Female

Age
Percentage of Visitors

Age Category	Percentage
19-24 Years	6%
25-34 Years	21%
35-44 Years	24%
45-54 Years	21%
55-64 Years	18%
65-74 Years	8%
75 +	2%
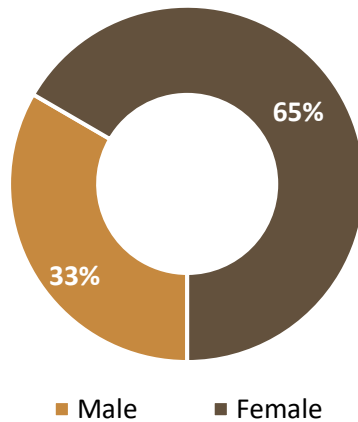
Q. What gender do you identify as? / Q. In which of the following age categories are you?
*Base: All intercept respondents, n=787.*

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

Income Range	Percentage
Under C$20,000	1%
C$20,000 to C$39,999	2%
C$40,000 to C$59,999	5%
C$60,000 to C$79,999	7%
C$80,000 to C$99,999	14%
C$100,000 to C$149,999	23%
C$150,000 or over	24%
Prefer Not to Answer	25%

Q. Before taxes, what is your approximate annual household income in Canadian dollars?
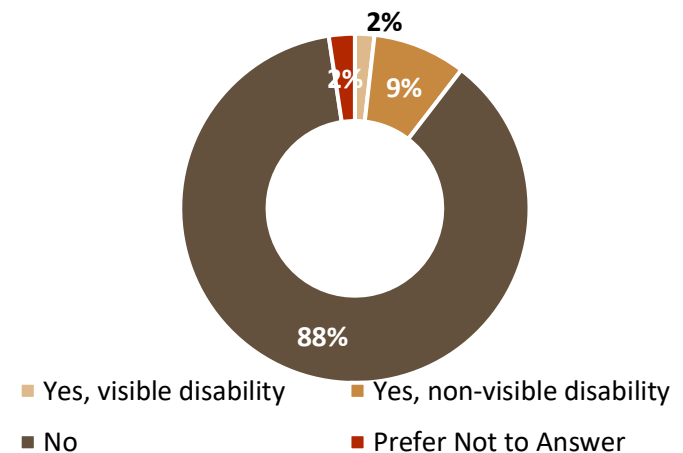*Base: All visitors in the follow up sample, n=225.*

Identify as an LGBTQ+ Person
Percentage of Visitors[FU]

- 86% No
- 9% Yes
- 6% Prefer Not to Answer

■ Yes ■ No ■ Prefer Not to Answer
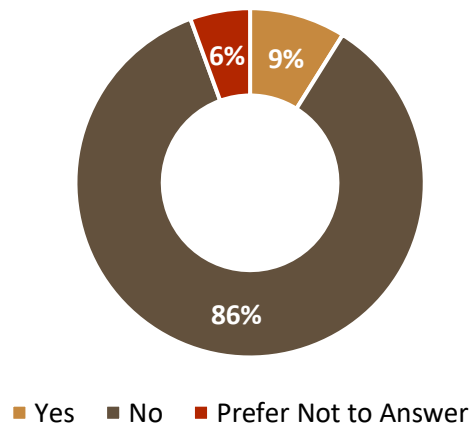
Q. Do you, or anybody in your travel party while in Golden, identify as an LGBTQ+ person?
Base: All visitors in the follow up sample, n=225.

Identify as a Person with Disabilities
Percentage of Visitors[FU]

- 88% No
- 9% Yes, non-visible disability
- 2% Prefer Not to Answer
- 2%

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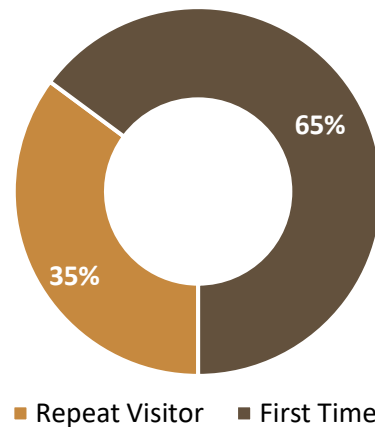■ No ■ Prefer Not to Answer

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=225.
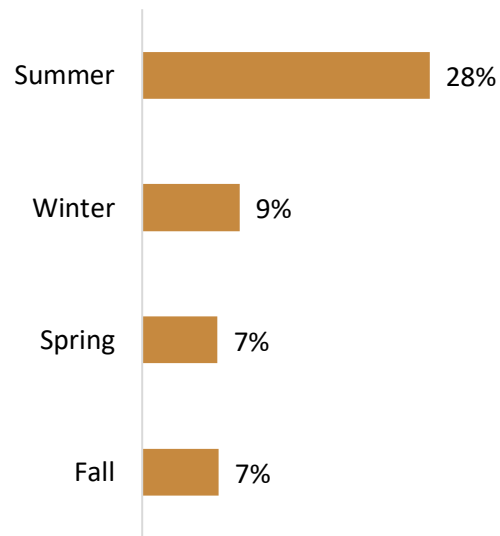
1. Prefer Not to Answer/Don't Know = 2%

3.2. Trip Characteristics

Been to Golden Before
Percentage of Visitors

- Repeat Visitor
- First Time

Season of Past Visitation[1]
Percentage of Golden Visitors

Season	Percentage
Summer	28%
Winter	9%
Spring	7%
Fall	7%

Average Number of Past Trips to Golden:
3.6

Percent of Visitors That Have Made 1 Past Trip to Golden:
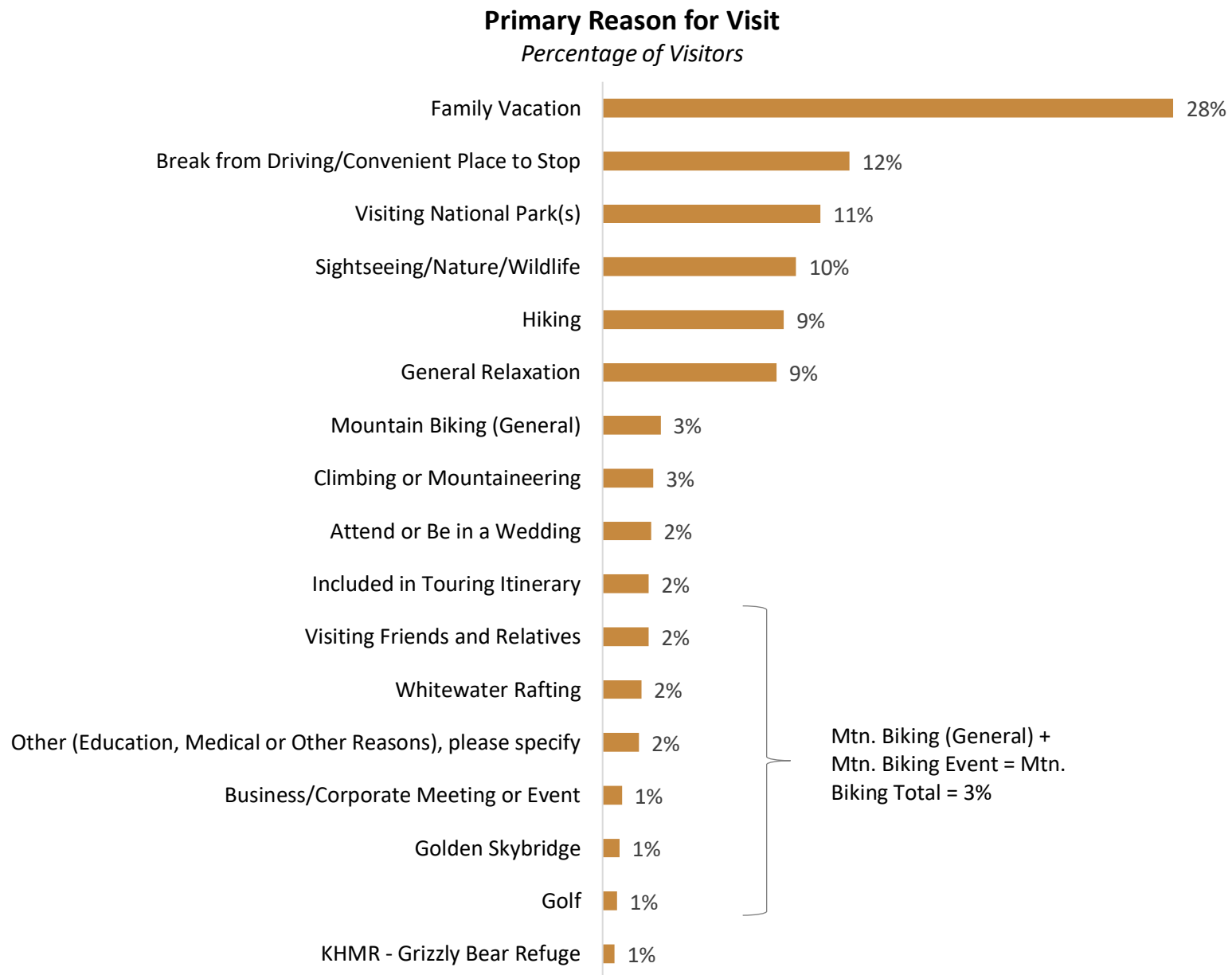**33%**

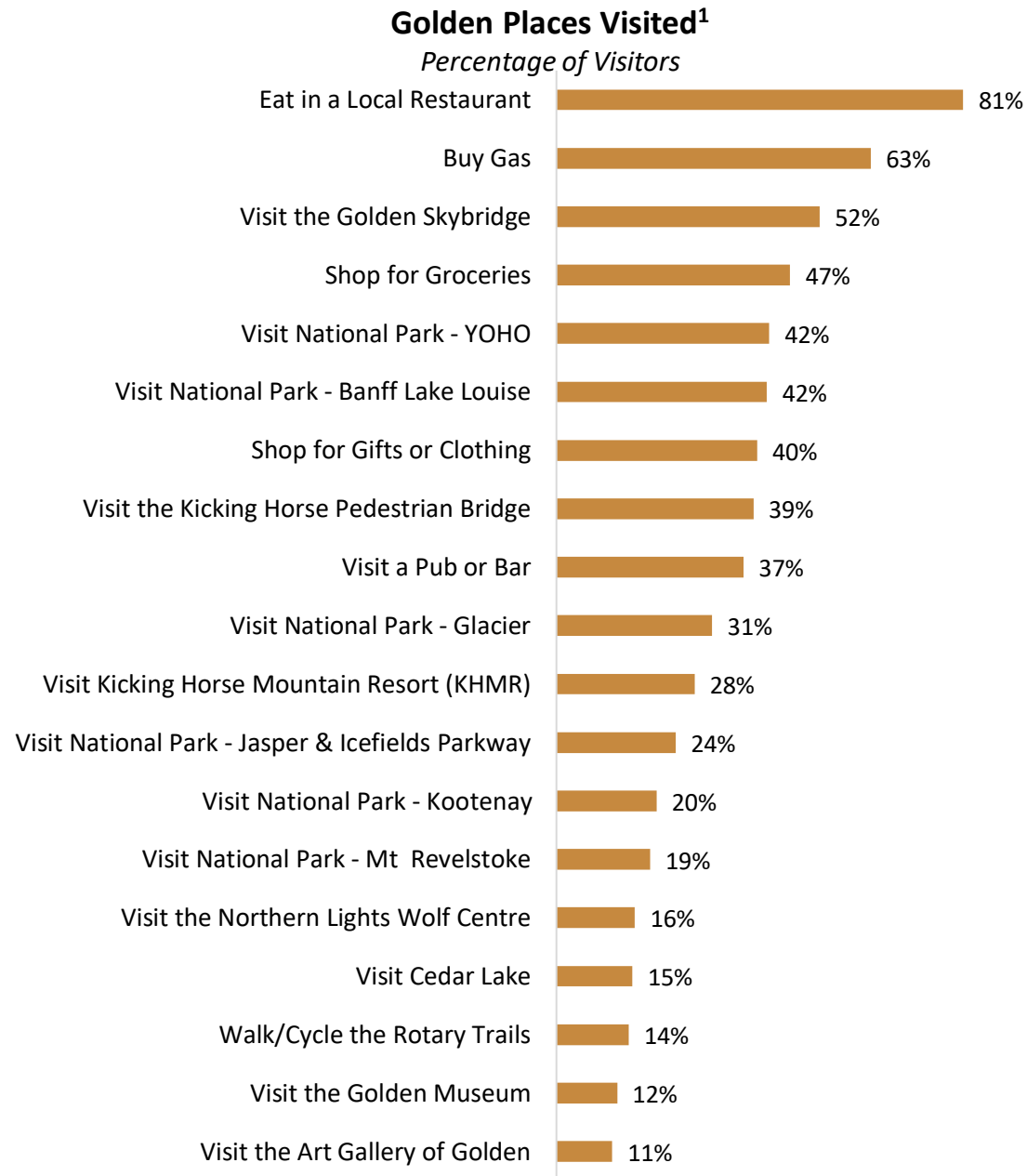Percent of Visitors That Have Made 10+ Trips to Golden:
10%

	Been To Golden?[1]	
	Repeat Visitors	**First-Time Visitors**
Origin		
BC	27%	13%
AB	46%	24%
Other Canada	19%	24%
USA	4%	21%
Overseas	4%	18%
Primary Reason (Top 5)	1. Family Vacation (26%)	1. Family Vacation (29%)
	2. Break from Driving/Convenient Place to Stop (14%)	2. Visiting National Parks (14%)
	3. General Relaxation (13%)	3. Break from Driving/Convenient Place to Stop (11%)
	4. Sightseeing/Nature/Wildlife (11%)	4. Sightseeing/Nature/Wildlife (11%)
	5. Hiking (6%)	5. Hiking (11%)
Length of Stay		
Day	21%	17%
Overnight	68%	74%
Average Nights	2.63	2.96

1. This table is read as origin, primary reason and length of stay of repeat or first-time visitors. For example, 31% of repeat visitors were from BC, whereas 23% of first-time visitors were from BC. 3% of repeat visitors were from overseas while 10% 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)? If yes, in what seasons?

Base: All intercept respondents, n=847.

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

Primary Reason for Visit
Percentage of Visitors

Reason	Percentage
Family Vacation	28%
Break from Driving/Convenient Place to Stop	12%
Visiting National Park(s)	11%
Sightseeing/Nature/Wildlife	10%
Hiking	9%
General Relaxation	9%
Mountain Biking (General)	3%
Climbing or Mountaineering	3%
Attend or Be in a Wedding	2%
Included in Touring Itinerary	2%
Visiting Friends and Relatives	2%
Whitewater Rafting	2%
Other (Education, Medical or Other Reasons), please specify	2%
Business/Corporate Meeting or Event	1%
Golden Skybridge	1%
Golf	1%
KHMR - Grizzly Bear Refuge	1%

Mtn. Biking (General) + Mtn. Biking Event = Mtn. Biking Total = 3%

Q. What is the main reason for your trips/stop in Golden? Primary activity is what motivated your trip or what you will spend the most time doing while in Golden?
Base: All intercept respondents, n=835.

15

Golden Places Visited[1]
Percentage of Visitors

Place	Percentage
Eat in a Local Restaurant	81%
Buy Gas	63%
Visit the Golden Skybridge	52%
Shop for Groceries	47%
Visit National Park - YOHO	42%
Visit National Park - Banff Lake Louise	42%
Shop for Gifts or Clothing	40%
Visit the Kicking Horse Pedestrian Bridge	39%
Visit a Pub or Bar	37%
Visit National Park - Glacier	31%
Visit Kicking Horse Mountain Resort (KHMR)	28%
Visit National Park - Jasper & Icefields Parkway	24%
Visit National Park - Kootenay	20%
Visit National Park - Mt Revelstoke	19%
Visit the Northern Lights Wolf Centre	16%
Visit Cedar Lake	15%
Walk/Cycle the Rotary Trails	14%
Visit the Golden Museum	12%
Visit the Art Gallery of Golden	11%

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=812/818.   16

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

Length of Stay in Golden
Percentage of Visitors

80% Overnight
20% Day
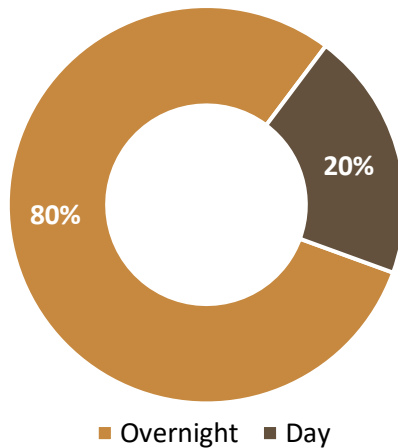
■ Overnight   ■ Day

Q. What is your total trip length?
Base: All intercept respondents, n=892.

Nights on Trip and in Golden
Percentage of Visitors

Nights	Total Trip Length	In Golden
1 night	5%	24%
2 nights	14%	28%
3 nights	15%	21%
4 nights	9%	12%
5 nights	7%	6%
6 nights	6%	4%
7 - 13 nights	25%	6%
14+ nights	19%	0%

■ Total Trip Length   ■ In Golden
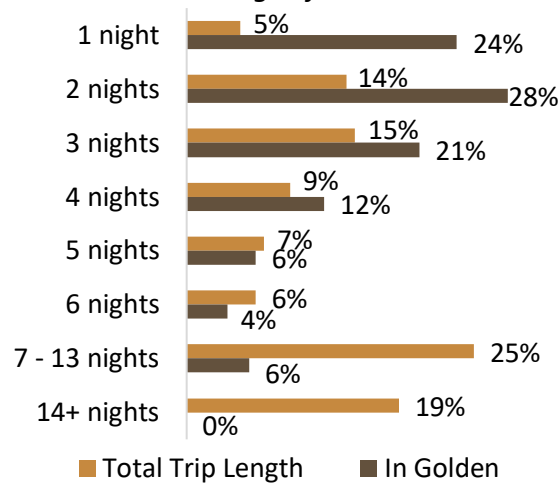
Average Overnight Trip Length:
7.7 nights

Average Nights in Golden:
2.9 nights

Time in Golden/Total Trip Length:
37%

Average Hours in Golden (Day Visitors):
5.0 hours

Q. [OVERNIGHT visitors] How many nights in Golden? / [DAY visitors] How many hours in Golden?
Base: Overnight Visitors, n=604 / Base: Day Visitors, n=133.

Average Travel Party Size:
3.2 people (2.6 adults, 0.6 children)

% with Children in Travel Party:
34%

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=926.

Percent of Visitors Travelling in a Group:
4%

Type of Group[1]:
- Leisure Tour Group (60%)
- Sports Group (10%)
- Other (23%)

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=922.

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

Golden Overnight Accommodation
Percentage of Visitors

- 6%
- 18%
- 75%

■ Paid Roofed Accommodations
■ Camping
■ Friends/Family
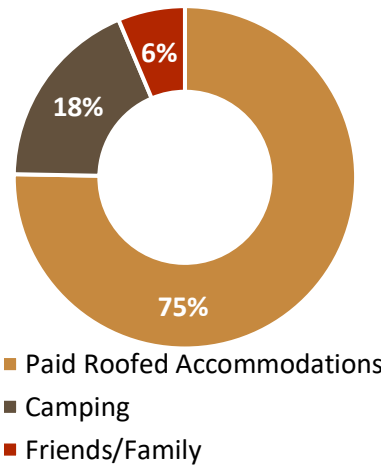
Q. In Golden, are you staying in paid roofed accommodations, camping or with friends and family?
Base: All overnight visitor intercept respondents, n=599.

Paid Accommodation Location
Percentage of Visitors

Downtown Golden	25%
Golden Adjacent to…	22%
Kicking Horse Mtn…	15%
Front Country…	10%
Backcountry (Lodge…	5%
Don't Know/Not Sure	22%
Other	1%
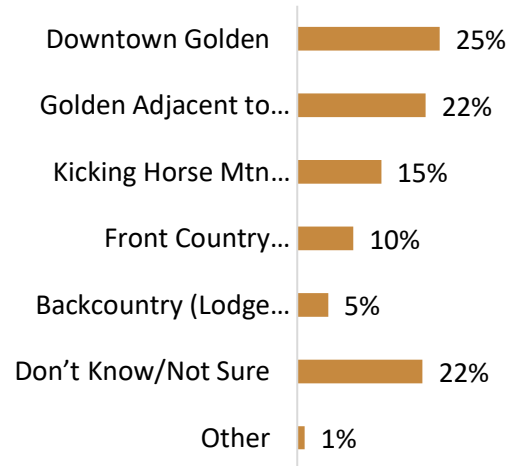
Q. What is the location of your accommodation or campsite?
Base: All overnight visitor intercept respondents staying in paid accommodations, n=541.

Accommodation Type[1]
Percentage of Visitors

Hotel/Motel	43%
Cabin or Chalet	12%
Vacation Rental (whole…	12%
Bed & Breakfast	5%
Condo / Self Catering…	4%
Short-term rental room,…	4%
Backcountry Lodge	2%
Hostel	2%
Dont Know/Not Sure	4%
Other	12%
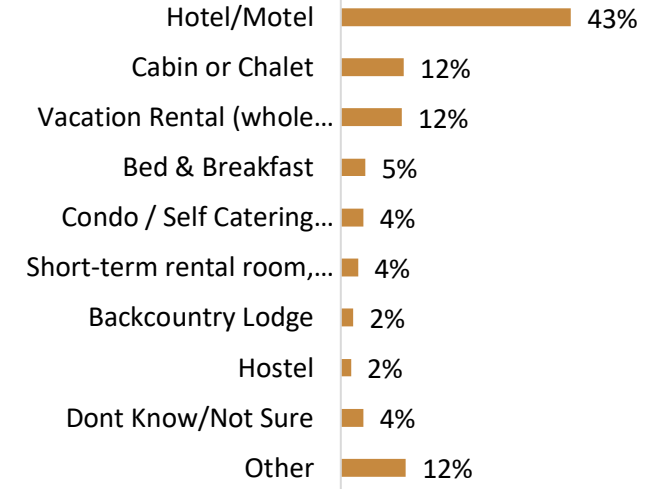
Q. What type of accommodation are you staying in?
Base: All overnight visitor intercept respondents staying in paid accommodations, n=513.

18

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

Category	Percentage
A touring trip	38%
Golden is the primary destination	37%
On route to another primary destination	25%
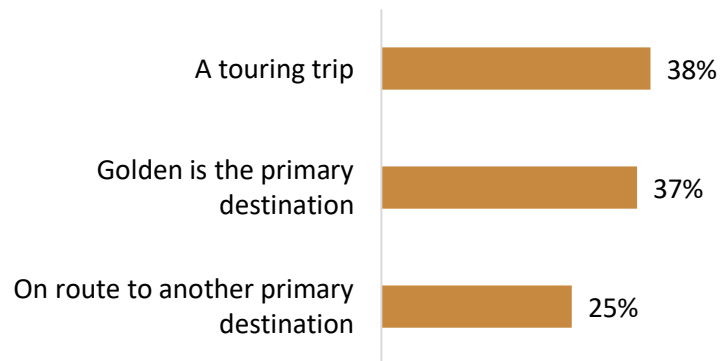
Q. How would you describe the trip that you are on?
Base: All intercept respondents, n=872.

Other Primary Destinations
(220 responses)

- Banff/ Lake Louise/Jasper/Yoho (22%)
- Other BC (19%)
- Calgary (8%)
- Penticton/Kelowna/ Okanagan (7%)
- Vancouver (7%)
- Edmonton (4%)
- Other AB (4%)
- US (4%)
- Canmore (4%)
- Revelstoke (3%)
- Vancouver Island/Victoria/Tofino (3%)
- Home (3%)
- Rockies (general) (3%)
- Saskatchewan (1%)

After Your Arrival in Golden Did You Reduce or Extend your Stay from What You Originally Planned?
Percentage of Visitors[FU]

Category	Percentage
No, I did not extend or reduce my stay	85%
Yes, I extended my stay	10%
Yes, I reduced my stay	4%
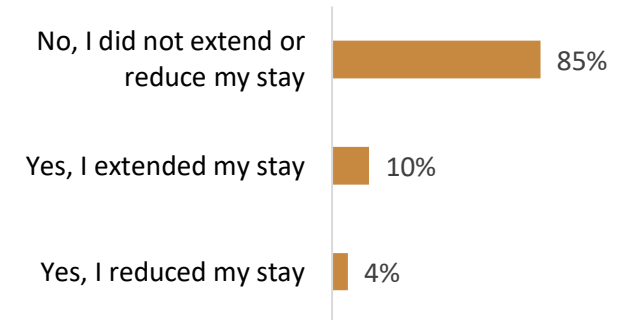
Q. After your arrival in Golden did you reduce or extend your stay from what you originally planned?
Base: All Visitor Follow Up respondents, n=245.

3.2.1. Accommodation Booking

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

Percentage of Visitors[FU]

- Yes
- No
- Did not stay at paid accommodation while in Golder

10%
12%
77%
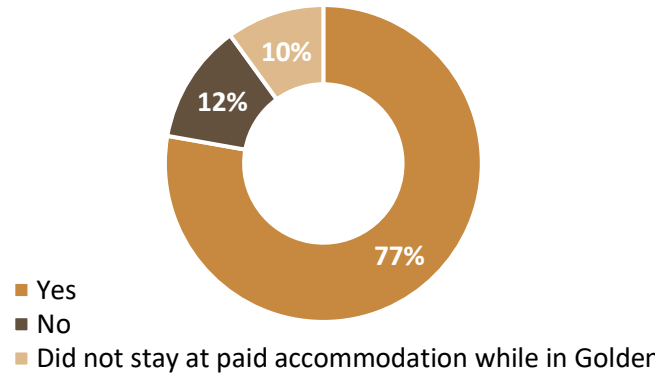
Base: All Visitor Follow Up respondents, n=239.

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

Percentage of Visitors That Pre-Booked/Reserved[FU]

Directly with the Accommodation Property	41%
Online Travel Agent (e g Travelocity,…	27%
Private Home Rental Service (e g Airbnb,…	25%
Kicking Horse Central Reservations / SKI…	3%
Travel Agent	1%
Tour Operator, which one?	1%
Other	2%
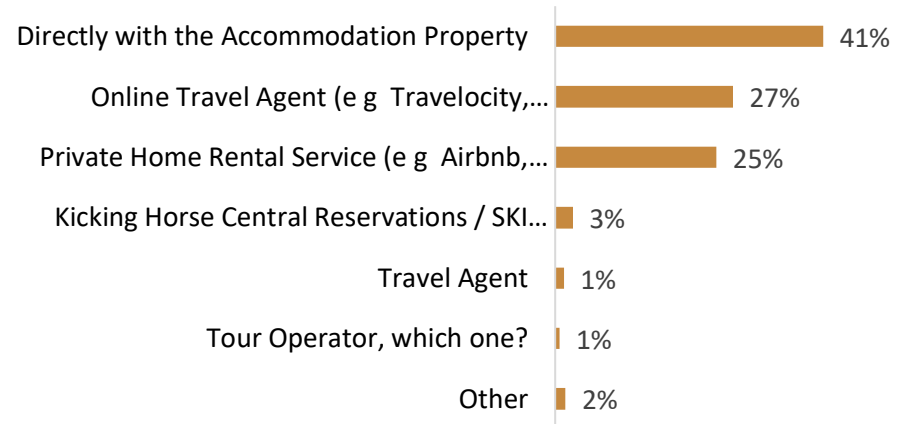
Base: All Visitor Follow Up respondents, n=181.

If This Kind Of Accommodation Was Not Available In Golden, Would You Have Still Stayed Overnight In Golden?[1]

Percentage of Visitors That Used A Private Home Rental[FU]

20%
30%
50%

- Yes
- No
- Don't Know
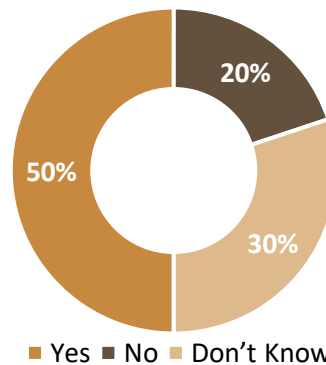
Base: All Visitor Follow Up respondents that used a private home rental, n=42.

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

Trip Characteristics by Market[1]						
	BC	**Alberta**	**Other Canada**	**USA**	**Overseas**	**TOTAL**
Been to Golden?						
First Time	47%	48%	70%	91%	88%	65%
Repeat Visitor	53%	52%	30%	9%	12%	35%
Travel Party Size (Average)	2.6	3.2	2.9	3.1	2.9	3.2
Type of Trip						
Golden is Primary Destination	34%	58%	34%	23%	9%	37%
Touring Trip	23%	18%	42%	57%	80%	38%
Other Primary Destination	42%	25%	24%	20%	11%	25%
Primary Reasons for Visiting (Top 5)[1]	1. Break from Driving (21%) 2. Family Vacation (20%) 3. Hiking (9%) 4. Sightseeing/ Nature/Wildlife (9%) 5. General Relaxation (7%)	1. Family Vacation (34%) 2. Break from Driving/Convenient Place to Stop (14%) 3. General Relaxation (14%) 4. Sightseeing/ Nature/Wildlife (8%) 5. Visiting National Parks/Mtn. Biking/Whitewater Rafting (4%)	1. Family Vacation (33%) 2. Hiking (14%) 3. Visiting National Parks (12%) 4. Sightseeing/ Nature/Wildlife (10%) 5. Break from Driving/Convenient Place to Stop (7%)	1. Family Vacation (27%) 2. Visiting National Parks (26%) 3. Hiking (11%) 4. Sightseeing/ Nature/Wildlife (10%) 5. General Relaxation/ Break from Driving/Convenient Place to Stop (6%)	1. Family Vacation (19%) 2. Visiting National Parks (20%) 3. Break from Driving/Convenient Place to Stop (14%) 4. Sightseeing/ Nature/Wildlife (12%) 5. General Relaxation (8%)	1. Family Vacation (28%) 2. Visiting National Parks (15%) 3. Sightseeing/ Nature/Wildlife (15%) 4. Break from Driving/Convenient Place to Stop (14%) 5. Hiking (12%)
Length of Stay						
Day (Hours)	25%	22%	19%	10%	8%	20%
Overnight	63%	65%	74%	81%	83%	80%
Average Nights	2.4	2.4	3.0	3.7	3.1	2.9
Accommodation						
Paid Roofed Accommodation	72%	69%	72%	88%	81%	75%
Camping	28%	22%	16%	11%	13%	18%
Friends/Family	0%	9%	12%	1%	6%	6%
Average Expenditures (Per Trip/Per Party)	$930.27	$1,054.48	$1,131.95	$1,861.84	$1,466.23	$1,211.57

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

3.3. Expenditures

	Expenditures in Golden (Averages)[1]			
	Visitor Party		Per Person	
	Trip Expenditures	Daily Expenditure[2]	Trip Expenditures[3]	Daily Expenditure[4]
Day Visitors (n=72)	$653	$653	$205	$205
Overnight Total (n=302)	$1,329	$470	$415	$147
Overnight – VFR[5] (n=15)	-	-	-	-
Overnight - Paid Roofed (n=211)	$1,465	$518	$458	$162
Overnight - Camping (n=51)	$827	$292	$258	$91
Overall	**$1,212**	**$497**	**$380**	**$156**

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, n=16

	Expenditures in Golden – Averages in Each Category[1]							
	Paid Accomm.	Food and Beverage	Transportation	Shopping	Attractions	Outdoor Recreation	Other Entertainment	Other Expenditures
Overnight – PAID ROOF (n=89)								
% spent on	48%	16%	15%	5%	5%	5%	0%	1%
$ spent on	$715	$149	$279	$119	$85	$82	$30	$6
Overall (n=159)[2]								
% spent on	37%	21%	20%	6%	10%	4%	1%	1%
$ spent on	$467	$162	$239	$127	$91	$94	$22	$10

1. The percent of expenditures presented in each category are collected in the follow-up online survey. Overall, n = 159. Overnight – PAID ROOF n = 89, Sample sizes were small for Overnight-VFR (6), Overnight-Camping (19), Overnight – Not Defined (18) and Day (27) 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.

3.4. Awareness, Decision Making and Perceptions

3.4.1. Awareness

Aware of Golden Before Visit?[1]

Percentage of First Time Visitors

- Yes
- No
- Have Been Here Before
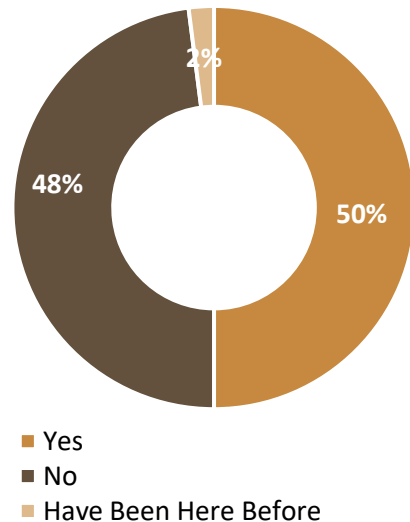
Q. Were you aware of Golden before planning this visit?
Base: All intercept respondents, n=544.

How Did You Originally Find Out About Golden?[2]

Percentage of Visitors[FU]

Source	%
Internet Search (Google, Yahoo, Safari etc)	48%
I Have Always Known about Golden	31%
Because of attractions I heard about (i e ,…	20%
Word of Mouth Recommendation	19%
Because of Kicking Horse Mountain Resort	11%
Golden Travel Planner or Other Tourism…	8%
Social Media Or Digital Article	6%
Highway Signage	5%
Social Media Ad	4%
Travel Guide such as Lonely Planet/…	3%
I or My Family Used to Live in Golden	3%
Tour Operator Brochure/ Itinerary	3%
Google Search Ad	2%
Magazine or Newspaper Article	1%
Sports Team, Activity Group or Club Event	1%
Other	9%
None of the Above	1%

Internet Search Terms Used:

(126 responses, small sample sizes)

- Destination-Related Terms (70%)
- Activity-Related Terms (55%)
- Terms-Related to Specific Wants or Needs (24%)
- Price-Related Terms (16%)
- Specific Brand Terms (12%)

Q. Which of the following sources did you use to find out about Golden?
Base: All visitors in the follow up sample, n=126.

1. This question was only asked of people that had not been to Golden on previous trips.
2. Other include, Google Maps, Hiking, Lift served downhill MTB park, Riders Express, RV specific accommodations, Searched on Google maps for Towns near Glacier National Park, adventure for teens, things to do in golden, towns near Banff, Wolves.

3.4.2. Decision Factors

Consider Other Destinations?
Percentage of Visitors[FU]

62%

37%

2%

■ Yes ■ No ■ Don't Know
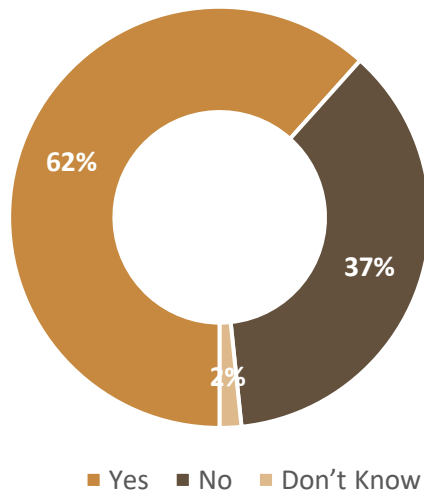
Q. When planning your trip, did you and/or your travel party consider staying in destinations other than Golden? Base: All visitors in the follow up sample All visitors in the follow up sample , n=257.

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

Destination	Percentage
Banff	20%
Revelstoke	16%
Other BC	14%
Canmore	11%
Jasper	9%
Panorama/Invermere/Radium	9%
Lake Louise	5%
Field	5%
Kelowna	2%
Other AB	2%
Calgary	2%
Yoho	2%
National Parks	1%
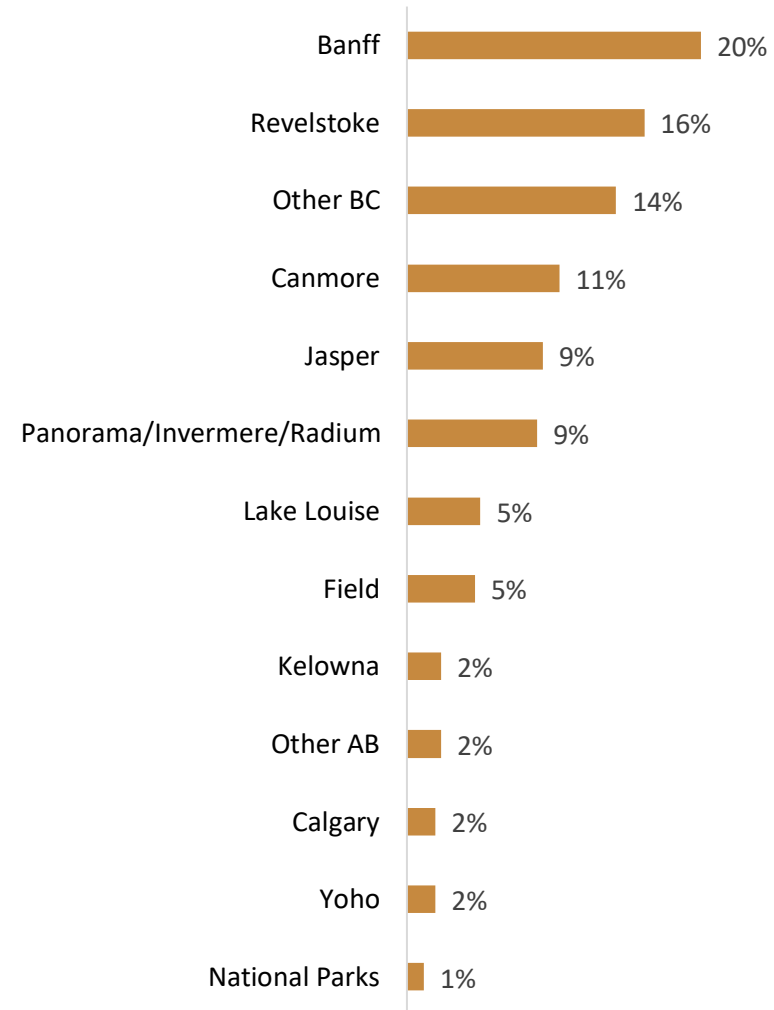
Q. What other destinations did you/your travel party consider? Base: All visitors in the follow up sample who considered other destinations, n=156.

1. Visitors could respond with more than one response therefore the percentages add up to more than 100%. 156 visitors suggested 256 other destinations.
2. Small sample sizes exist.

How Important Was Each Factor In Deciding To Visit Golden?

Percentage of Visitors[FU]

Factor	Percentage
The Community Is Close In Proximity To National Parks And Other Protected Areas	84%
The Community Is Close In Proximity To Nature And Wilderness	83%
Has Access to a Good Variety Of Outdoor Activities	74%
Has Friendly, Hospitable People	73%
Has Small Town Charm	69%
Has Friendly and Helpful Front Line Staff	68%
Offers Good Value For Money	67%
Is A Good Stop On Route To Another Destination	66%
Has Excellent Hiking	64%
It Is A New Place To Explore	64%
Not Too Far From Home	31%
It is Familiar/I've Been There Before	31%
Has Excellent Whitewater Rafting	27%
Has Excellent Mountain Biking	22%
Has Concerts and/or Public Events That I Wanted To Attend	14%
I Have Friends and Family that Live in Golden	13%
There Was A Personal Event (e g Wedding, Family Reunion) That I Wanted To Attend	12%

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=231-256.

3.4.3. Perceptions

What Are Three Words You Would Use to Describe Golden? *FU*		
Groups of Topic Words	**Percentage of Responses[1]**	**Topic Word Examples**
Beautiful/Scenery/Landscape	21%	*Breathtaking, Scenic, Mountains, Spectacular*
Small/Quite/Quaint/Relaxing/Community/Comfortable	15%	*Small town, quiet, quaint, calm, Relaxing, Charming*
Awesome/Good/Fantastic	11%	*Lovely, enjoyful, fun, awesome, fantastic, wholesome*
Friendly People	8%	*Friendly, welcoming*
Nature/Natural	7%	*Nature filled, Nature, Rivers, Parks*
Location/Access	5%	*Convenient, Great for travel stop, well located*
Other	5%	*Hot, Golden, Safe, Gateway to BC*
Mountains	5%	*Mountains*
Outdoorsy/Adventure/Recreation	4%	*Outdoorsy, outdoor lifestyle, active, adventure, explorative,*
Original/Authentic/Unique	3%	*Hidden gem, heaven*
Other Negative Comments	2%	*Bad hotels, traffic, shopping, etc.*
Clean/Well Maintained	2%	*Clean, well maintained*
Expensive	1%	*Expensive, pricey accommodation*
Highway	1%	*Highway*
Food/Good Restaurants/Entertainment/Shops	1%	*Eating*
Unappealing Town/Boring	1%	*Boring*
Hiking	1%	*Hiking, great hiking trails*
Bridge	1%	*Skybridge*
Historical/old Town/Antique	1%	*Rustic, old town vibe, history*
Skiing/Snowboarding	1%	*Epic skiing*
Other Activities	1%	*Camping, snowmobiles*

1.   All visitors in the follow up sample. 195 visitors suggested 505 words. Totals do not add to 100% because visitors could have suggested multiple words.

3.5. Visitor Information Services

3.5.1. Visitor Information

**What Visitor Information Topics
Did You Research And Obtain
About Golden Before And During Your Trip?[1]**

Percentage of Visitors[FU]

Accommodations — Before 77%, During 31%, Did Not Research 15%
Activities — Before 69%, During 38%, Did Not Research 12%
Attractions — Before 69%, During 40%, Did Not Research 11%
Restaurants/Dining — Before 29%, During 62%, Did Not Research 21%
Events — Before 40%, During 30%, Did Not Research 38%
Shopping — Before 10%, During 32%, Did Not Research 61%
Transportation/Route — Before 55%, During 29%, Did Not Research 28%

Legend: ■ Before ■ During ■ Did Not Research

Base: All Visitor Follow Up respondents, n=249-250.

27

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

Services Used to Obtain Visitor Information[1]
Percentage of Visitors[FU]

Digital
- Tourism Golden Website — 49%
- Golden Travel Planner — 20%
- Tourism Golden Social Media Channels — 18%
- Golden BC App — 12%
- Golden Rules Wifi Hotspots — 8%

Personal Contact
- Front Line Staff — 27%
- Golden Locals — 16%
- Tourism Golden Visitor Centre Phone or email — 8%
- General Tourism Golden Phone or Email — 3%
- Digital Kiosk — 2%

Print Materials
- Hiking Map — 26%
- Outdoor Discovery Map — 15%
- Biking Map — 8%
- Snowmobile Map — 1%

Other
- Other Source Of Visitor Information — 9%

Other Services/Sources Used to Obtain Visitor Information:
(19 responses)
- Google/Google Maps
- Family
- Trip Advisor
- Family Recommendations
- Various Instagram Accounts
- Asked Locals
- Goldenhikes.ca
- Fishing Guides
- Trailforks
- Visitor Centre

Q. While in Golden, did you use any of the following services to obtain visitor information? Base: All Visitor Follow Up respondents, n=246.

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

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

Percentage of Visitors Responding 4 or 5 on Agreement Scale[FU]

Visiting Places That I/We Didn't Already Know about in Golden	45%
Improving the Overall Quality of My/Our Experience in Golden	39%
Increasing the Likelihood of Returning to Golden	34%
Participating in Activities in Golden that I/We Did Not Originally Plan on Doing	28%
Spending Money That I/We Hadn't Anticipated on Spending While in Golden	24%
Staying Longer in Golden that I/We Originally Anticipated	5%
None of the Above	15%

Spent an average of $282.23 unanticipated

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

Q. How did that visitor information impact the rest of your time in Golden?
Base: All Visitor Follow Up respondents who used visitor services information, n=202.

29

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

Percentage of Visitors[FU]

■ Yes   ■ No   ■ Don't Know
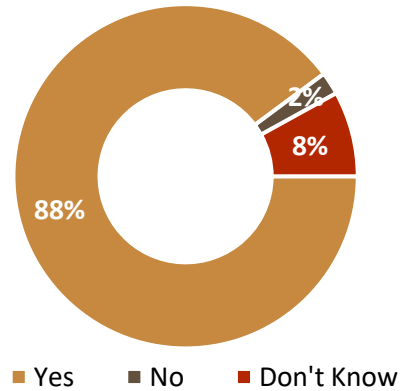
What Visitors Weren't Able to Find[1]

(5 responses)

- Accommodation
- Good rainy day activities
- Info regarding fly fishing
- Internet Hotspot was not working
- Where to buy Golden merchandise

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=246.

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

3.6. Evaluation of Golden Tourism Experiences

3.6.1. Meeting Expectations

How Did Golden Meet Your Expectations?
Percentage of Visitors

- Fell Short of Your Expectations
- Met your Expectations
- Exceeded your Expectations
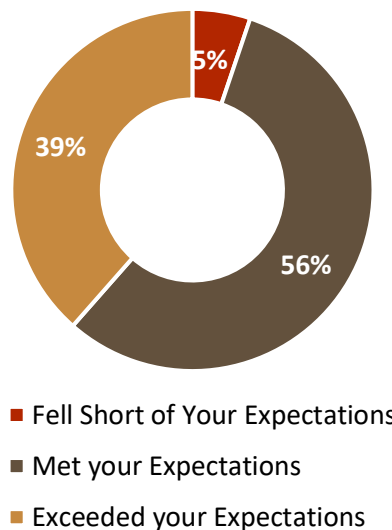
Reasons Golden Fell Short/Met/Exceeded Expectations:

(798 visitors had 377 reasons)

Exceeded (154 reasons)

"Prior to this trip I had never heard of Golden. It is an amazing town nestled in the mountains with fantastic access to three incredible national parks. Will definitely be back to explore more."

"The Golden Skybridge Experience was even better then expected. Loved spending a full day there. Easy to get gas and groceries before heading back out on the road."

"Very beautiful and a lot of things to do here for our stay."

Met (201 reasons)

"Beautiful area, okay priced, absolutely stunning."

"Convenient place, central for parks visiting, good accommodation and rafting."

"It is a nice town and I like the cultural side of it. I also like the historical aspect and would love to see more things to do regarding its history (like an interactive place to visit)."

Felt Short (22 reasons)

"Not much to do, no shopping malls, no green areas in downtown. Constructions everywhere. No kids activities or attractions."

"Much smaller than I thought. City is a bit dingy/run down. Expensive."

"I expected more free sightseeing in Golden. The only thing that was free was Reflection Lake and kicking horse pedestrian bridge. I'm sure the paid attractions are awesome and I will be back to try some of them, but this trip there wasn't enough time or budget to spend the money on anything."

Q. So far, how has Golden met your expectations as a travel destination?
Base: All intercept respondents, n=798.

31

3.6.2. Likelihood of Return to Golden

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

Percentage of Visitors[FU]

Top Box Likely: 73%

- 5 – Extremely Likely: 47%
- 4: 27%
- 3: 17%
- 2: 6%
- 1 – Not At All Likely: 4%
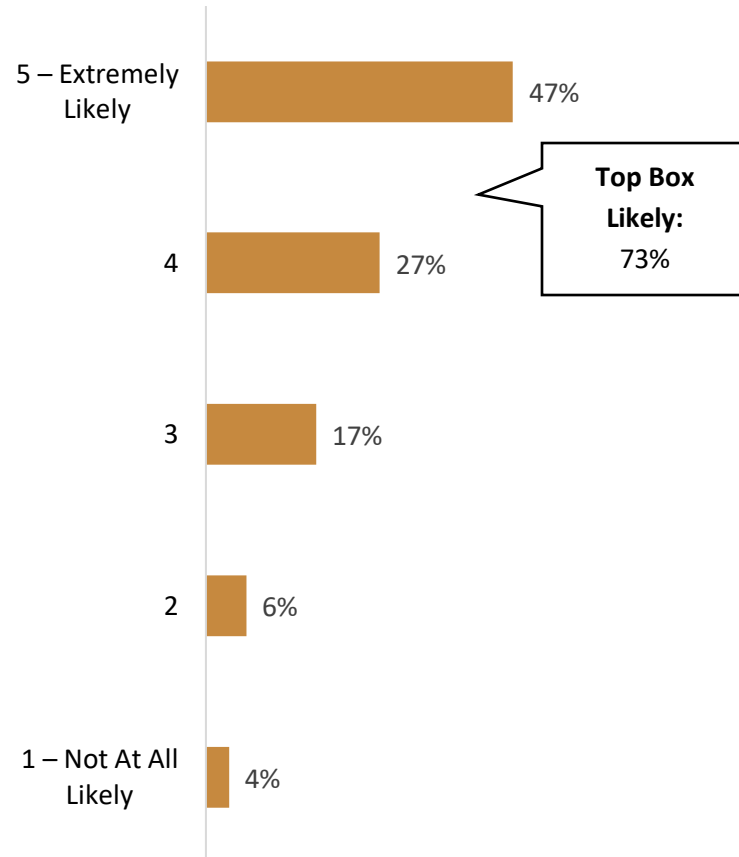
Average Likelihood of Return:

4.1

	Likelihood of Return Segment[1,2]	
	Likely	**Not Likely/Neutral**
Origin		
BC	21%	27%
AB	33%	17%
Other Canada	23%	30%
USA	15%	12%
Overseas	9%	15%
Primary Reason (Top 3)	1. Family Vacation (25%) 2. Visiting National Parks (14%) 3. Break from Driving/Convenient Place to Stop (13%)	1. Break from Driving/Convenient Place to Stop (25%) 2. Family Vacation (18%) 3. Hiking (13%)
Length of Stay		
Day (hours)	17%	23%
Overnight	83%	77%
Average Nights	2.9	2.7

1. Likely are visitors that scored Golden as a '4' or '5' on the likelihood to return scale. Somewhat/Not Likely scored '1', '2' or '3' and had small sample sizes (n=60).
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, 21% of visitors likely to return were from BC, whereas 27% 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?
Base: All visitors in the follow up sample excluding DK/PNA, n=226.

3.6.3. Overall Satisfaction With Trip

**Overall Satisfaction With Trip
While In Golden**
Percentage of Visitors[FU]

- 5 Very Satisfied — 70%
- 4 — 15%
- 3 — 6%
- 2 — 4%
- 1 Very Dissatisfied — 5%

Top Box
85% Satisfied
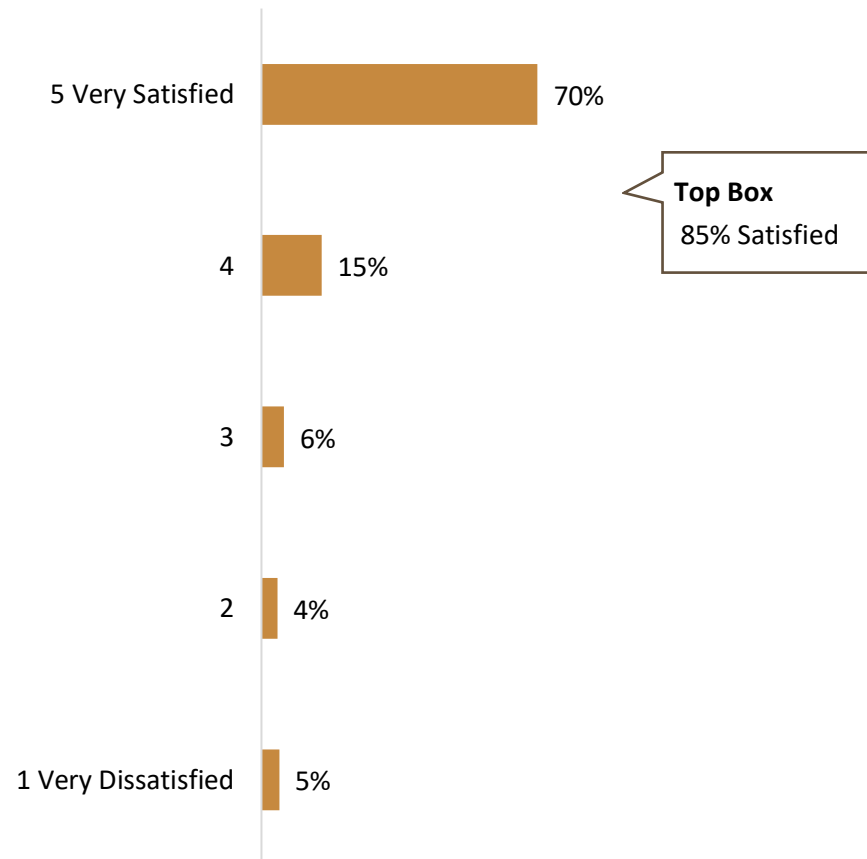
Q. Overall, how satisfied are you with your trip while in Golden?
Base: All visitors in the follow up sample excluding PNA, n=245.

3.6.4. Tourism Experience Components

Please Rate Your Experience of Each Component of Your Visit to Golden[FU]

Top Box Responses - Percentage of Visitors Responding 4 or 5

Component	Percentage
Overall Experience in Golden	90%
Recreation and Adventure Opportunities	90%
Attractions (i e Kicking Horse Mountain Resort, Golden Skybridge)	84%
Local Directional Signage	82%
Accommodation	77%
Dining	76%
Attractiveness along Hwy 1 between east & west entrances to Golden	72%

Scale: 1 = Very Poor and 5 = Excellent

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

Q. On a scale of 1 to 5, where 1 is 'very poor' and 5 is 'excellent', please rate your experience of each component of your visit to Golden.
Base: All visitors in the follow up sample excluding PNA/NA, n=243-244.

34

3.6.5. Net Promoter Score (NPS)

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

Rating	Percentage
10 - Extremely Likely	49%
9	12%
8	21%
7	8%
6	3%
5	1%
4	4%
3	1%
2	0%
1	0%
0 - Not At All Likely	1%
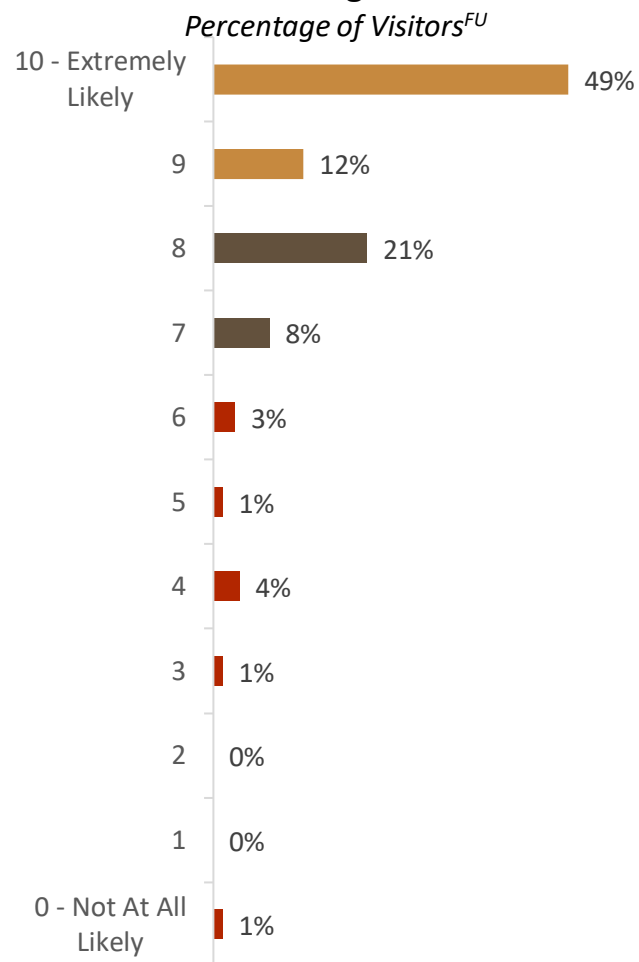
Golden's Overall Net Promoter Score
Percentage of Visitors[FU]

NPS = 50.3

- 11% Detractors
- 29% Passives
- 61% Promoters

■ Promoters ■ Passives ■ Detractors
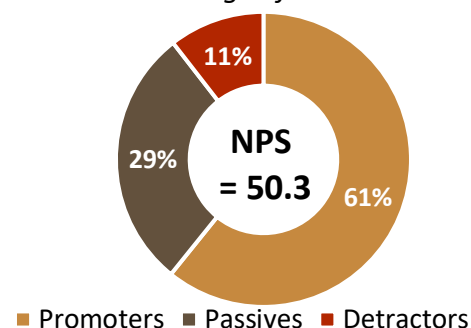
NPS By Market[3]:

BC = --

Alberta = 38.8

Other Canada = --

USA = --

Overseas = --

	NPS Segment[1,2]	
	Promoters	**Passives and Detractors**
Origin		
BC	19%	25%
Alberta	29%	29%
Other Canada	28%	21%
USA	18%	8%
Overseas	5%	17%
Primary Reason (Top 3)	1. Family Vacation (25%) 2. Break from Driving (12%) 3. Visiting National parks (16%)	1. Family Vacation (24%) 2. Break from Driving (20%) 3. Sightseeing/ Nature/Wildlife (13%)
Length of Stay		
Day (Hours)	18%	21%
Overnight	82%	80%
Average Nights	3.4	2.4

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=236.

1. This table is read as origin, primary reason and length of stay as a percent of promoters or passives/detractors visitors. For example, 19% of promoters were from BC, whereas 25% of passives/detractors were from BC.
2. Small sample sizes for Primary Reasons, Promoters (n=50)/ Passives and Detractors (n=33).
3. NPS by Market: (Alberta n=38). Small sample sizes for BC (n=17), Other Canada (n=21), USA (n=8) and Overseas (n=1), therefore data is not reported.

What about your trip to Golden led to your {NPS RATING} out of 10 (Extremely Likely) response? (236 visitors had 196 comments)
Promoters
I adored the town! I would love to move there. Just beautiful
Perfect location for hiking in multiple national parks
I adore the Golden SkyBridge attraction. So we'll done and something for everyone!
The museum and the small shops are wonderful. When combined with the river and the mountains it is the perfect place to stay a few days on any Rockies adventure.
We loved everything about Golden!!! Activities, food, scenery and ease of charging an EV
We loved the vibes, everyone was so nice. The town is cute, local shops and restaurants. The pedestrian Bridge, the river. The mountains
It was gorgeous, more affordable, and a lovely community. If I was going back to the Canadian Rockies, I would stay here unless I planned to camp.
The area is spectacular - not over developed, not over populated, good nature, both forests and water, good disc golf, not hectic, relaxing feel, and the back roads are awesome.
The National Parks are amazing and I want to come back for a week to hike them all.
We love Golden, we will definitely be back in the future, and we will be telling our friends and family this!   We will most likely plan for a fall or spring trip in the future.
It's location as gateway to the Rockies, it's small town character and attractions that people might be interested in
Beautiful mountain town and super nice people, lots of mountain biking to do, did not have enough time to explore more trails
Great central location to many parks.
Didn't give it a solid 10 because some people may want more amenities like fancier restaurants, shopping or other tourist activities
Just was an overall positive experience. Was easy to walk around - nice restaurants etc.
Golden not only is a convenient stop and located at a highway junction, but it also has many amenities needed for travelers. As well, it is obviously a community of people who love living there. It can either be a pleasant stop on a trip or a destination. It seems to be respectful of the environmental impact of humans to the area. I also like its historical roots.
I'm impressed that every time I visit Golden it just gets better. Starting to think it would be a great place to live :)
Lots of family friendly activities. Enjoyed restaurants while eating with family. A new spot to explore. Different experiences that were new to many in our group. Beautiful scenery. Not as crowded as Banff or other spots closer to Calgary, Great Glacier hiking trail was fantastic, dining was excellent, not horribly expensive.
The attraction is great and world class. Easy to get to from Banff and Canmore.
We arrived much after our anticipated arrival and were unable to find the RV accommodation that we had booked. We received wonderful help at a convenience store. Our accommodation was a just beside a beautiful mountainside golf course that we would definitely like to return to at some point.
The place is small, easy and beautiful

Detractors

The hotel and the activity park were not very nice

We ran out of things to do and what was initially supposed to be two nights in the RV there, got cut short b/c it was too expensive and the activities just didn't make sense at that point.

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

Because it is a small town I think it is more suitable for people who are looking to get away from big cities/people and get closer to nature/wilderness. This is perfect for me, but may not suit someone else.

Golden was a great base for our travels so served a purpose in that sense. I wouldn't go out of my way to recommend it as a standalone spot versus places like Banff etc as there is less to do in town and its much less picturesque.

Good stopover but nothing much there

The only thing that holds me back from staying in Golden is the price of hotels. Therefore we are most likely to come back if we can camp.

It's a good Central location for friendly people who love the outdoors.

It was really good but not normally far enough into our road trip for an overnight

Golden looks like an absolutely hole when you are driving through.

We came te Golden because of the Jasper fire. The amount of stinging insects, regardless of DEET was detrimental to the stay at KHMR. Once up the mountain the mosquito's became less but as the lifts were not running we could not get away from them. The absence of breakfast options in KHMR on Monday meant we were out of luck till lunch. Anything closer to the town of Golden would have been better. This was a resort in name only.

Kicking Horse Resort address is Golden but it's not near enough to town to be a night stop IN Golden. The resort is old, dark, dingy and dirty, and HOT.

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

Passives

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

We had a lovely time and it was much less busy than Banff or Canmore but still offered wonderful hiking in the surrounding area.

We enjoyed our lodgings and the restaurant where we dined. We had hoped there might be more choices for better dining.

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

The attractions (kicking horse mountains, Boo, Golden skybridge), national parks, Canyons, Lake, Mountains…

The quiet nature of the town for those looking to escape the hustle and bustle of towns like Banff combined with a good number of activities.

It's a pretty little town with really great restaurants. The brewery was fantastic. It was super foggy the day we were exploring, but you guys can't control that. It was just a great weekend away.

It's a nice place to visit, lots of nature hikes and sights to see. The paid attractions are really expensive so I'd be recommending people to stick to the free activities

It was a really good base for activities when travelling between Vancouver and Calgary. Coming from the UK we react strongly to mosquitos so we abandoned most of the walks we tried and couldn't sit out on an evening. Perhaps in future we'd book accommodation in town where the mosquito reduction program is. Or a different time of year.

Has hostel in downtown core with grocery store across parking lot. Very convenient

We liked the small town feel. Would like to experience more hiking and dining opportunities.

Poor experience with lodging, few day activities in the summer and lodging not close to kicking horse resort in the winter

It would depend on where my friends wanted to go. As mentioned we stayed in Golden as we saw it as a hub for day trip travel to Yoho National Park and also Glacier National Park

It is a fun and cute little town! not much is going on there so would not recommend it to everyone but to my outdoorsy friends yes. I actually visit the Blaeberry Valley, and usually stop in Golden for a supplies, gas, meals.   So maybe I don't know Golden itself as well as a 'normal' visitor

Accommodation for large family's are good but off season doesn't offer much in town

Beautiful place with excellent outdoor recreation

3.6.6. New Products, Services and Experiences

Are There Any New Or Expanded Products, Services Or Experiences That Would Enhance Your Visit to Golden?

Percentage of Visitors[FU]
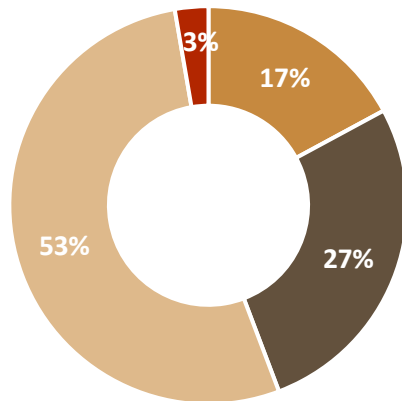
- Yes
- No
- Don't Know/Not Sure
- Prefer Not to Answer

Recommended New/Expanded Products, Services or Experiences[1,2]

(42 visitors made 42 suggestions)

- *"Easier access to the confluence of the Kicking Horse & Columbia Rivers"*
- *"A list of kid friendly parks and picnic spots"*
- *"Better dining experience or more choices"*
- *"Have a well stocked souvenir shop that is accessible to everyone. Branded hoodies and crews are in high demand for teenagers and were impossible to find"*
- *"Wild Play (outdoor adventure course) type thing"*
- *"More indoor and public recreation for families during extreme weather"*
- *"Please promote selling local products"*
- *"Business stay open later or open Mondays please"*
- *"Better signage on paths!"*
- *"Skydiving! Not sure if it is already available but if it is, I hope it would have more affordable prices"*

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=241.

3.7. Sustainability in Tourism Experiences

3.7.1. Impact of Sustainability on Tourism Choices

Impact of Sustainability on Tourism Choices
Percentage of Visitors[FU]

Statement	Disagree	Neutral	Agree
Purposely avoid visiting destinations during peak times/seasons to avoid crowds	9%	18%	73%
Consider the impact that I personally have on the destinations I visit	9%	27%	64%
Select travel destinations that have invested in socially responsible tourism practices	10%	32%	58%
Select travel destinations that have invested in reducing their environmental impact	19%	37%	44%
Consider the impact of my personal air travel on the environment	34%	32%	35%
Willing to pay a higher price for an environmentally-friendly travel option over one that is not	32%	28%	40%
Willing to pay a higher price for a socially responsible travel option over one that is not	16%	28%	56%

■ Disagre   ■ Neutral   ■ Agree

Q. Please indicate your level of agreement with each of the following statements ...
Base: All visitors in the follow up sample excluding PNA, n=220-229.

3.7.2. Importance and Performance of Environmental Efforts on Sustainability
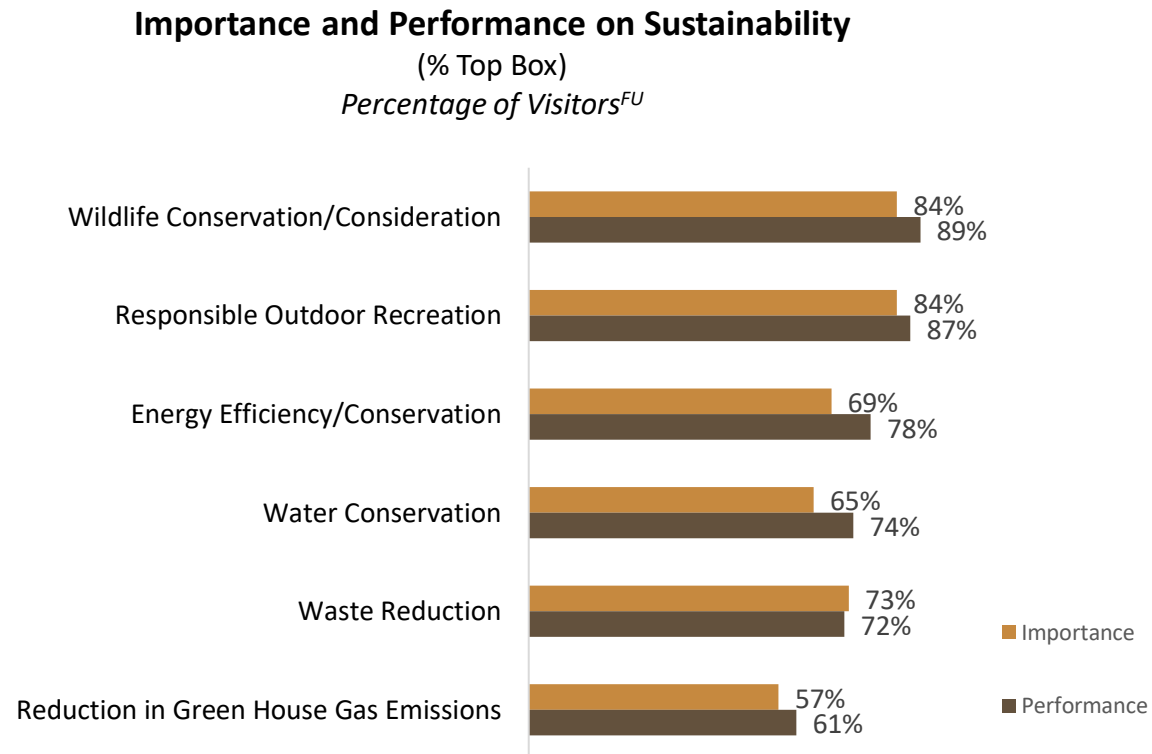
Importance and Performance on Sustainability
(% Top Box)
Percentage of Visitors^{FU}

Category	Importance	Performance
Wildlife Conservation/Consideration	84%	89%
Responsible Outdoor Recreation	84%	87%
Energy Efficiency/Conservation	69%	78%
Water Conservation	65%	74%
Waste Reduction	73%	72%
Reduction in Green House Gas Emissions	57%	61%

■ Importance
■ Performance

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=215-226.

Scatter plot with Importance (average) on the x-axis (3.0 to 5.0) and Performance (average) on the y-axis (3.0 to 5.0). Data points plotted:

- Responsible Outdoor Recreation (tan square) — high importance, high performance
- Wildlife Conservation/Consideration (orange diamond) — high importance, high performance
- Energy Efficiency/Conservation (grey X) — near center
- Waste Reduction (olive triangle) — near center
- Water Conservation (black asterisk) — near center, just below performance line
- Reduction in Green Gas Emissions (dark brown circle) — lower left, below performance line

APPENDICES

Appendix A. Questionnaires

Appendix B. Other NPS Results

Appendix A. Questionnaires

A1. Phase 1 - Online 'Intercept'

Date
IP Address
Time to Complete

Landing Page

Welcome to Golden's Visitor Survey!

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

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

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

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

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

Please click 'next' to start the survey.

Screening Questions

Q1. Are you...?
- o   A day visitor to Golden (not staying a night in Golden)
- o   An overnight visitor staying in Golden for 1 to 29 nights
- o   A seasonal visitor staying for 30 nights or more **– THANK YOU and TERMINATE**
- o   A resident of Golden/Area A **- THANK YOU and END [**
- o   A property owner in Golden or Kicking Horse, but not resident **- THANK YOU and TERMINATE**

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

Q2. Have you or anyone in your travel party already completed a survey by Tourism Golden in the past month?
By travel party, we mean the people who are sharing expenses during the trip.
- o   Yes **- THANK YOU and TERMINATE ['Thank you for your time; however, we are seeking feedback from each travel party only once per month.]**
- o   No - PROCEED

Q3. Are you 19 years of age or older?
- o   Yes - PROCEED
- o   No **- THANK YOU and TERMINATE [Thank you for your time; however, we are only targeting visitors 19 years and older.]**

Q4. What is the primary purpose of this trip to Golden? Is it for… [READ]
- a.   Leisure (i.e. Vacation)
- b.   Visiting friends and family
- c.   Sport Event (hockey tournament)
- d.   Cultural Event (concert)
- e.   Business travel or attending a conference
- f.   Other (education, medical or other reasons)

Q5. ASK IF NOT LEISURE OR VFR**, Did you spend any leisure time during this trip to Golden for [INSERT Q4 ANSWER] purposes?**
- a.   Yes
- b.   No **| RECORD GENDER, THANK & TERMINATE.**
- c.   Don't Know/Refused **| RECORD** GENDER, THANK **& TERMINATE.**

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

Market Origin

Q6. Where do you live?
Defined as your usual place of residence....choose one
- ○ BC
- ○ Alberta
- ○ Other Canada
- ○ USA
- ○ Overseas

Question logic: This question will show when: Question "Where do you live?
Defined as your usual place of residence....choose one
"is one of the following answers ("BC", "Alberta")

Visitors from BC and Alberta

Q7. What community do you live in?
Select one. If you don't know write in the community under other.
- ○ BC - Columbia Valley
- ○ BC - Okanagan Valley (Kelowna, Penticton)
- ○ BC - Lower Mainland (Vancouver, Fraser Valley)
- ○ BC - Other: *Write In* _____
- ○ AB - Calgary
- ○ AB - Edmonton
- ○ AB - Red Deer
- ○ AB - Bow Valley
- ○ AB - Fort McMurray
- ○ AB - Lethbridge
- ○ AB – *Write In* _____
- ○ PREFER NOT TO ANSWER

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

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

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

Canadian Visitors from Outside BC and Alberta

Q8. What province do you live in?
- o   Ontario
- o   Quebec
- o   Manitoba
- o   Saskatchewan
- o   Nova Scotia
- o   New Brunswick
- o   Newfoundland
- o   PEI
- o   Yukon
- o   NWT
- o   Nunavut
- o   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?
- o   CANADA - Postal Code: _____
- o   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?
- o   USA STATE- DROP DOWN

Q11. If USA, what is your zip code?
US zip codes are 5 numeric digits. E.g. 59876.
- o   USA - Zip Code: _____
- o   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?
- o   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.*
- o Yes – Part of a Group
- o No
- o 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.
- o Group - Leisure Tour Group
- o Group - Sports Group (e.g. mountain biking group)
- o Group - Arts Group (e.g. travelling choir)
- o Group - Business/Group of Colleagues
- o 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.
- o Nights: _____
- o 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.
- o Overnight, how many nights in Golden? *Please specify* _____
- o Day, how many hours in Golden? *Please specify* _____
- o 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.
- o Golden/Golden is the primary destination
- o On route to another primary destination, what is your destination? *Please specify* _____
- o 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.

- o Paid Roofed Accommodations
- o Camping
- o Friends/Family
- o Other, *please specify* _____

Paid Accommodation/Camping

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

Q20. What is the location of your accommodation or campsite?
- o Kicking Horse Mtn. Resort
- o Downtown Golden
- o Golden Adjacent to Highway 1
- o Front Country (Blaeberry Valley/ Columbia Valley/ Golden West)
- o Backcountry (Lodge or Hut)
- o Don't Know/Not Sure
- o Other, *please specify:* _____

Q21. What type of accommodation are you staying in? Would you describe it as a...
- o Hotel/Motel
- o Bed & Breakfast
- o Cabin or Chalet
- o Condo / Self Catering Hotel
- o Hostel
- o Vacation Rental (whole home)
- o Short-term rental room, suite or bed in a private home
- o Backcountry Lodge
- o Don't Know/Not Sure
- o 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)?
- o Number of times: _____
- o Don't Know/Not Sure

Awareness

[ASK IF Q22 =NO]

Q24. Were you aware of Golden before planning this visit?

o   Yes
o   No
o   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.

- Winter – Resort Skiing/Snowboarding at KHMR
- Winter – Backcountry Skiing/Touring
- Winter – Cat or Heli-skiing
- Winter – Snowmobiling
- Winter – Snowshoeing/Other Nordic Activities
- Winter – XC skiing
- Winter - Other Activity: *Write In* _____
- Winter Event – Hockey or Other Team Sport
- Winter Event – Freeride World Tour
- Winter Festival – Snow King Masque Parade
- Festival or Concert in Golden (Summer Kicks)
- Festival or Concert in Golden (other than Summer Kicks)
- Golf
- Golden Skybridge
- Hiking
- KHMR - Grizzly Bear Refuge
- KHMR - Via Ferrata
- Mountain Biking (Event/Race)
- Mountain Biking (General)
- Climbing or Mountaineering

- Paragliding/Hang-gliding
- Road Biking
- Sky Diving
- Watersports other than Whitewater Rafting (e.g. kayaking, canoeing, stand up paddleboard)
- Whitewater Rafting
- Attend or Be in a Wedding
- Break from Driving/Convenient Place to Stop
- Business/Corporate Meeting or Event
- Concert
- Family Vacation
- General Relaxation
- Included in Touring Itinerary
- Sightseeing/Nature/Wildlife
- Swiss Guides and other Heritage
- Visiting Friends and Relatives
- Visiting National Parks
- Indigenous Culture
- Other (Education, Medical or Other Reasons): Please specify:_____

Golden Places

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

- ☐ Eat in a Local Restaurant
- ☐ Visit a Pub or Bar
- ☐ Shop for Gifts or Clothing
- ☐ Shop for Groceries
- ☐ Buy Gas
- ☐ Visit the Kicking Horse Pedestrian Bridge
- ☐ Visit Kicking Horse Mountain Resort (KHMR)
- ☐ Visit the Art Gallery of Golden
- ☐ Visit the Golden Museum
- ☐ Visit the Golden Skybridge
- ☐ Visit Cedar Lake

- ☐ Visit National Park - Banff Lake Louise
- ☐ Visit National Park - Glacier
- ☐ Visit National Park - Jasper & Icefields Parkway
- ☐ Visit National Park - Kootenay
- ☐ Visit National Park - Mt. Revelstoke
- ☐ Visit National Park - YOHO
- ☐ Walk/Cycle the Rotary Trails
- ☐ Visit the Northern Lights Wolf Centre
- ☐ Attend another Concert/Event
- ☐ NONE of the above

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.

- ☐ X Country Skiing
- ☐ Snowmobiling
- ☐ Ski/snowboard at Kicking Horse Mountain Resort
- ☐ Ski touring/back country
- ☐ Heli or cat ski/snowboard
- ☐ Snowshoeing
- ☐ Fishing
- ☐ Attend hockey game
- ☐ Ice-skating
- ☐ ATV Tour
- ☐ Canoeing or Kayaking
- ☐ Golf

- ☐ Hang gliding/Paragliding
- ☐ Hiking around Golden/KHMR
- ☐ Hiking at Glacier or Yoho National Parks
- ☐ Horseback Riding
- ☐ KHMR – Grizzly Bear Refuge
- ☐ KHMR – Via Ferrata
- ☐ Climbing or Mountaineering
- ☐ Mountain Biking around Golden/KHMR
- ☐ Sky Diving
- ☐ Whitewater Rafting
- ☐ Other activity, *Please specify* _____
- ☐ 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.
- o Expenditures: _____
- o Don't Know
- o 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.
- o Expenditures: _____
- o Don't Know
- o Prefer Not To Answer

Expectations

Q30. So far, how has Golden met your expectations as a travel destination? Has it...
Select most appropriate response.
- o Fell Short of Your Expectations
- o Met your Expectations
- o Exceeded your Expectations
- o Don't Know Yet/Just Got Here
- o 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.*
- o   19-24 Years
- o   25-34 Years
- o   35-44 Years
- o   45-54 Years
- o   55-64 Years
- o   65-74 Years
- o   75 Years or Older
- o   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?
- o   Yes - what email should we use for that purpose _____
- o   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.
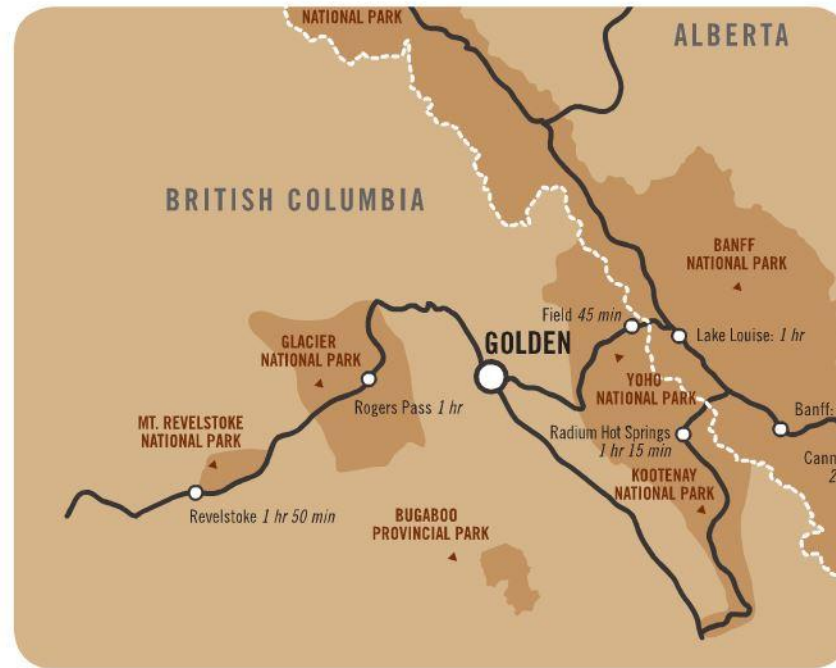
Section 1 – About Your Trip: If you have travelled Golden more than once this year, **please think about the trip during which you obtained the QR code and completed the first survey.**

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	○	○	○	○	○	○
Not Too Far from Home	○	○	○	○	○	○
It is Familiar/I've Been There Before	○	○	○	○	○	○
Has Access to a Good Variety of Outdoor Activities	○	○	○	○	○	○
WINTER: Has Excellent Skiing And Snowboarding	○	○	○	○	○	○
WINTER: Has Excellent Snowmobiling	○	○	○	○	○	○
WINTER: Has Excellent Cross Country Skiing	○	○	○	○	○	○
WINTER: Has Excellent Back Country Skiing	○	○	○	○	○	○
SUMMER: Has Excellent Mountain Biking	○	○	○	○	○	○
SUMMER: Has Excellent Hiking	○	○	○	○	○	○
SUMMER: Has Excellent Whitewater Rafting	○	○	○	○	○	○
The Community Is Close in Proximity To Nature And Wilderness	○	○	○	○	○	○
The Community Is Close in Proximity to National Parks And Other Protected Areas	○	○	○	○	○	○
Has Friendly, Hospitable People	○	○	○	○	○	○
Has Small Town Charm	○	○	○	○	○	○
Has Friendly and Helpful Front Line Staff	○	○	○	○	○	○
Has Concerts and/or Public Events That I Wanted To Attend	○	○	○	○	○	○
There Was a Personal Event (e.g. Wedding, Family Reunion) That I Wanted To Attend	○	○	○	○	○	○
It Is a New Place To Explore	○	○	○	○	○	○
Offers Good Value for Money	○	○	○	○	○	○
I Have Friends and Family that Live in Golden	○	○	○	○	○	○

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	☐	☐	☐
Events	☐	☐	☐
Activities	☐	☐	☐
Attractions	☐	☐	☐
Restaurants/Dining	☐	☐	☐
Shopping	☐	☐	☐
Transportation/Route	☐	☐	☐

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 SEVICES 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 Iwas the Travel Planner in informing your Golden experience?

o   1 – Not Useful At All
o   2
o   3
o   4
o   5 – Very Useful
o   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	○	○	○	○	○	○
Dining	○	○	○	○	○	○
Recreation and Adventure Opportunities	○	○	○	○	○	○
Attractions (i.e. Kicking Horse Mountain Resort, Golden Skybridge)	○	○	○	○	○	○
IF SHUTTLE2.=1, Shuttle service between Golden and Kicking Horse Mountain Resort	○	○	○	○	○	○

IF SHUTTLE2.=2, Champagne Powder Shuttle service between the Calgary Airport and accommodations in Golden/Kicking Horse Mountain Resort	○	○	○	○	○	○
Local Directional Signage	○	○	○	○	○	○
Attractiveness along Hwy 1 between east & west entrances to Golden	○	○	○	○	○	○
Overall Experience in Golden	○	○	○	○	○	○

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.**
- o   Yes, What are they? _____
- o   No
- o   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?**
- o   1 – Not At All Likely
- o   2
- o   3
- o   4
- o   5 – Extremely Likely
- o   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?**
- o   0 – Not At All Likely
- o   1
- o   2
- o   3
- o   4
- o   5
- o   6
- o   7
- o   8
- o   9
- o   10 – Extremely Likely
- o   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.
o   Canadian Dollars: $_____ *Go to Q24.*
o   Don't Know *Go to Q25.*
o   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)	O	O	O	O	O	O	O
b. Water Conservation (i.e. limited housekeeping at hotels, drought-resistant landscaping, low flow fixtures or aerators, low flow appliances, low flow irrigation)	O	O	O	O	O	O	O
c. Energy Efficiency/Conservation	O	O	O	O	O	O	O

	1 – Very Poor	2 - Poor	3 - Fair	4 - Good	5 – Very Good	98. Don't Know	99. Prefer not to answer
(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)	○	○	○	○	○	○	○
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)	○	○	○	○	○	○	○
f. Wildlife Conservation/Consideration (i.e. limiting access to sensitive areas, public education and signage to reduce interactions with wildlife)	○	○	○	○	○	○	○

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)	○	○	○	○	○	○	○
b. Water Conservation (i.e. limited housekeeping at hotels, drought-resistant landscaping, low flow	○	○	○	○	○	○	○

	fixtures or aerators, low flow appliances, low flow irrigation)							
c.	Energy Efficiency/Conservation (i.e. LED lighting, use of renewable energy sources)	O	O	O	O	O	O	O
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)	O	O	O	O	O	O	O
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)	O	O	O	O	O	O	O
f.	Wildlife Conservation/Consideration (i.e. limiting access to sensitive areas, public education and signage to reduce interactions with wildlife)	O	O	O	O	O	O	O

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
- o   Yes, I certify that I have read the contest rules and regulations
- o   No

IF YES, Please provide the following:

Name: _____

Telephone: _____

Email: _____@_____. _____

That completes the survey. Thank you for your time!

Appendix B. Other NPS Results

Other published NPSs for tourism destinations include:

- British Columbia's NPS was 59.5 in 2017.[5] Destination British Columbia tracks NPS annually and targets an improvement of 0.5 points per year and saw a slight increase from 2016 NPS = 58.3, but declined from 2015 NPS = 63.3 and 2014 NPS = 68 (2014). Destination British Columbia notes this may be due to a survey design effect. Since 2017, NPS score reporting is based on relative scores in specified markets therefore actual score is not detailed in annual service plans. It should be noted that post-pandemic, benchmarks are being re-established as well.

- Destination Canada's Global Tourism Watch studies measures the NPS for Canada through surveys of long-haul travellers in key markets around the world. Since the Pandemic, all NPS data is normalized and presented only as relative graphs therefore individual scores are not published. The most recent scores reported is 2018. In 2018, Canada's NPS varies by market, including: Mexico (2018 NPS = 61), India (2018 NPS = 39), Germany (2018 NPS =22), China (2018 NPS = 20), the United Kingdom (2018 NPS = 20), Australia (2018 NPS = 23), France (2018 NPS = 28), the United States (2018 NPS = 17), South Korea (2018 NPS = -3) and Japan (2018 NPS = -20). The latest domestic NPS for Canadian residents was in 2017 which had a score of 35. [6]

- New Zealand's Visitor Experience Monitor tracked the NPS for international visitors in 2018. Overall New Zealand has an NPS of 86. In 2018, New Zealand's NPS by market were: Unites States (NPS = 86), the UK (NPS = 88), Australia (NPS – 80), Germany (NPS = 70), China (NPS = 69) and Japan (NPS = 60).[7]

- Tourism Golden conducted a Visitor Study in the summer of 2019 as part of an ongoing annual project. Their NPS measured 51.3 which was up from 31.8 in 2017.[8]

- Destination Greater Victoria conducted a year-round Visitor Study in 2018/19 which measured the annual NPS as 78 while the summer NPS was 74.[9]

- Tourism Kelowna measured Kelowna's NPS in 2018 and 2016. The total over three seasons was 2018 NPS = 65 and results varied by season (spring NPS = 78, summer NPS = 56 and fall NPS = 65). In 2016, the overall result was 2016 NPS = 65, results varied by season (spring NPS = 72, summer NPS = 53 and fall NPS = 67) [10]

- Tourism Nanaimo has measured Nanaimo's NPS in peak season of 2017, 2016 and 2015. 2017 NPS = 16, 2016 NPS = 30, 2016 NPS = 41.[11]

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

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

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

[8] Tourism Golden, retrieved from: https://www.tourismgolden.com/sites/default/files/2019-Golden%20Summer%20Visitors%202%2019%20FINAL.pdf

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

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

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

- Steamboat Springs, Colorado[12] has measured NPS since 2010 (2010 NPS = 75, 2014 NPS = 67).
- Bend, Oregon measured NPS over a five year period.[13] In winter 2016/17 Bend achieved a NPS = 78, while summer 2016 NPS = 82 and winter 2015/16 NPS = 80. These scores were higher than past summer visitor research (NPS 2013 = 79, NPS 2012 = 75, NPS 2009 = 65 and NPS 2008 = 58).
- NPS was measured for Australian destinations in 2006 with scores ranging from -55 (Adelaide) to 80 (Broome).[14]

Past research has shown that NPS in the tourism industry can vary by[15]:
- 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).

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[12] Mount, I. (2014). A Whole Town in Colorado Pushes to Improve its Customer Service. New York Times. http://www.nytimes.com/2014/10/16/business/smallbusiness/a-whole-town-tries-to-improve-its-customer-service-how-could-we-be-a-70.html?_r=0

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

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

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