



Summer 2022 Kootenay Rockies Visitor Survey Results – Final Report

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EXECUTIVE SUMMARY

In the spring of 2022, KRT identified the need to conduct a comprehensive, representative research study of Kootenay Rockies visitors to better understand overall value and quality the Kootenay Rockies provides as a destination.

Align Consulting Group was engaged to conduct the Visitor Study for the Summer of 2022 as a pilot to provide insights into how to roll a study out on a regional level on an on-going basis. The study design was a two-phase approach with an initial intercept survey being conducted by Kootenay Rockies Tourism staff using tablets with an online follow up being sent to those who agreed. In addition to in-person intercepts, a QR code was also used in phase 1 and promoted via posters and handouts at operators across the East Kootenays. Although this was used as a compliment to the on-site data collection, it was also intended to be a test to identify if the QR code approach could be used in place of on-site in the future. The intercept survey was also sent to qualifying visitors through the KRT eNewsletter. Given that the destination is a region and not one specific destination, it was decided to not duplicate efforts where Visitor Studies were already being conducted. Two such destinations, Castlegar and Cranbrook, partnered to provide some data to KRT – either as an add-on follow up to their study (Castlegar) or to include select questions on their surveys (Cranbrook). The general timeline for data collection for all methods was similar being Summer 2022. The KRT surveying was conducted between July 20 and August 26, 2022, researchers conducted 177 full visitor intercept interviews. The QR code method which ran from July 1st to September 30 garnered 94 more intercept survey completes while the eNewsletter collected 17 intercept completes. In total, KRT efforts collected 288 intercept completes of which 221 agreed to the follow up survey. Of those, 76 completed the follow up which represents a 34.4% response rate. Partner

efforts added 611 intercept completes (select questions) and 114 follow up completes (71 of which were full completes and 43 were select questions).

Key Findings

- Due to capacity of the KRT staff and CDMO labour challenges due to high visitor volume, intercept surveying was an extreme challenge. KRT staff was used; however, the surveying was limited in number of days, times of day, days of week and coverage across summer months. Based on this, the interviewing was not a representative probabilistic sample.
- QR code appears to differ from intercept surveying on select demographics (age and market origin), trip length and travel party characteristics; however, does not statistically differ for spend, Net Promoter Score or overall satisfaction. Given the variation in results and that the onsite data collection was not systematic, more exploration is needed to determine if it is a reliable replacement for onsite.
- Visitors are predominantly from Alberta (39%), in particular Calgary (17%), and British Columbia (34%). Other Canada accounted for 15% of respondents while 7% were from USA and 5% were other International visitors. Not surprisingly, the market origin varies from East to West Kootenays.
- Travel parties most commonly consist of two people (45%) and only approximately one-quarter have children under the age of 18 with them. The average travel party 2.7 people with 28% including children.
- Most (60%) visitors' primary destination is within the Kootenay Rockies, while one-quarter are on a touring holiday with no specific destination.
- Visitors appear to be familiar with the region as eight-in-ten have visited before. In fact, over half (52%) have stayed overnight for leisure purposes in the past two years.

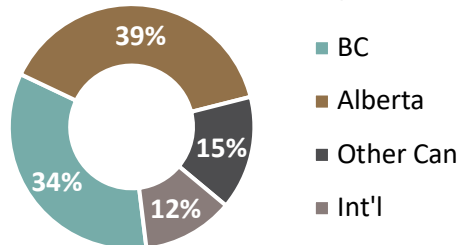
- The primary motivation for visiting the region is to go camping (22%) and visit friend and/or relatives (20%). The third most common reason includes mountain biking (6%), visiting hot springs (6%) and visiting a particular town/city (6%).
- Camping/RV Park is the most common accommodation (36%) followed by Hotels – including luxury (24%) and staying with friends or family (18%). That said, Paid Roof (i.e. Hotel, Motel, Vacation Rental, B&B) was the most used type of accommodation while in the region by 42% of overnight visitors.
- Planned activities do not deviate notably from those activities that visitors actually participated in with the exception of sampling local cuisine (34% planned this but 44% partook once in destination) and shopping (25% planned this but 39% partook once in destination). The most common activities were city/town sightseeing and hiking. It should be noted that although the difference is not large, 30% planned on visiting hot springs on their trip to/within the Kootenay Rockies but only 25% actually visited hot springs. This should be monitored to identify if there are access or capacity issues that are emerging which may be limiting visitors' ability to participate in this activity.
- Two-thirds of visitors (66%) are aware of the Kootenay Rockies designated tourism region. However, nearly 7-in-10 overnight visitors are not aware at all of the BC Ale Trail (69%) or the BC Powder Highway (65%). This represents an opportunity for sectors to cross market these activity based branded offerings.
- Kootenay Rockies summer visitors were quite satisfied with their overall experience with 98% rating it as 'somewhat' or 'very' satisfied. Overall

Atmosphere, Outdoor Activities and Frontline Staff had high satisfaction levels while Local Shopping, Value for Money, and Transportation to be areas for improvement.

- The most commonly mentioned highlights (scenery and outdoor activities) are consistent with the region's brand positioning. The main shortcomings visitors identified relate to food/food & beverage and accommodations.
- Visitors are engaged with the destination as 62% are very likely to return for an overnight leisure trip in the next two years.
- The region has a strong Net Promoter Score (NPS) of 70.4. In fact, nearly three-quarters of visitors are 'promoters' while only 3% are 'detractors'. This bodes well for positive word of mouth.
- On average, travel parties spent \$1,340 while in the Kootenay Rockies. This equates to an average of \$106 per person per night.
- Sustainability may play a role in destination and operator/supplier choices. In fact, 67% note that given the choice they would prefer a destination that is recognized for its sustainability while 75% would do so for a business/operator.
- Perception of waste reduction in destination should be an area of focus as 80% note that it is important but performance in the region is lacking at 69%. Green House Gas Emission Reduction is also lagging; however, the importance is lower at 68%.
- The impact of KRT's recognition for sustainability is strong with 55% noting it improves their overall impression of the region.

KOOTENAY ROCKIES – SUMMER 2022 SUMMARY

Market Origin



Top Areas of Province (AB/BC)

- | | |
|-------------------------|--------------------------------|
| 1. AB - Calgary (17%) | 1. BC – Lower Mainland (10%) |
| 2. AB - Lethbridge (6%) | 2. BC – West Kootenays (8%) |
| 3. AB - Edmonton (6%) | 3. BC – Thompson Okanagan (6%) |

Top 3 Outside AB/BC

1. Ontario (6%) 2. Saskatchewan (4%) 3. Manitoba (2%)



\$1,340 =

average
overnight visitor
party
expenditure
in Kootenay

Length of Stay

Average Overnight
Stay in KRT =

4.6 Nights

Visitors



54% female

45% male

2.7 people in each visitor party

28% travelled with children (< 18)

21% were between ages of 19-34

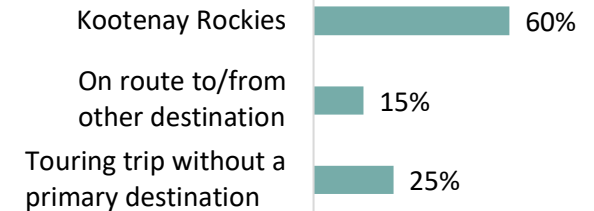
46% were between ages of 35-54

33% were 55 or older

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

Primary Destination

Percentage of Visitors



Previous Visitation

Percentage of Visitors^{FU}



Top 5 Activities in Kootenay Rockies

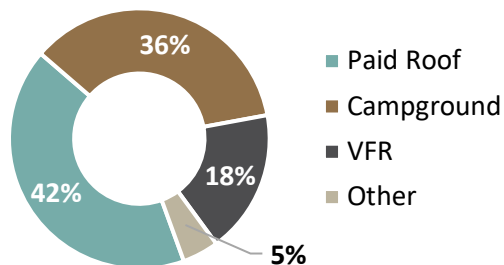
(in addition to reasons for visiting)

1. City/ town sightseeing (51%)
2. Hiking (45%)
3. Sampling local cuisine (44%)
4. Camping (36%)
5. Visiting Provincial Parks (33%)

Top 5 Towns Visited

1. Cranbrook (44%)
2. Castlegar (43%)
3. Nelson (33%)
4. Kimberley (29%)
5. Fernie (25%)

Kootenay Rockies Overnight Accommodation



Top 5 Reasons for Visiting Kootenay Rockies

1. Camping (22%)
2. Visiting Friends and Relatives (20%)
3. Mountain Biking (6%)
4. Visiting Hot Springs (6%)
5. Visiting a particular town/city (6%)

Experience Evaluation

98% are Somewhat/Very Satisfied with Overall Kootenay Rockies Experience

Net Promoter Score (NPS): **70.4**

62% rated likelihood to return to Kootenay Rockies for overnight leisure trip in next 2 years as '9' or '10-Extremely Likely'.

	East Kootenay Data Collection	Castlegar Data Collection	Total Visitors
Market Origin			
BC	26%	54%	34%
Alberta	46%	21%	39%
Other Canada	15%	17%	15%
USA	7%	7%	7%
Overseas	6%	1%	5%
Gender			
Female/Woman/Feminine	54%	Not Asked	54%
Male/Man/Masculine	45%	Not Asked	45%
Non-Binary, Gender Fluid, and/or Two-Spirit	0%	Not Asked	0%
Average Length of Stay (nights) in Kootenay Rockies	4.4	5.6	4.6
Type of Trip			
Kootenay Rockies is Primary Destination	58%	70%	60%
Touring with No Destination	25%	21%	25%
Passing through to a Destination Outside Kootenay Rockies	17%	9%	15%
Stayed Overnight for Leisure in Kootenay Rockies in Past 2 Years	45%	56%	50%
Average Travel Party Size	2.8	2.4	2.7
Have Children in Travel Party	30%	25%	29%
Visitor Party Expenditures While in Kootenay Rockies	\$1,199	\$1,542	\$1,340
Experience Evaluation			
Overall Satisfied with Experience in Kootenay Rockies ¹	98%	99%	98%
High Likelihood of Overnight stay in Kootenay Rockies in next 2 Years ¹	58%	68%	62%
High Likelihood of Recommending Kootenay Rockies ¹	75%	72%	74%
NPS	72.0	67.6	70.4
Sustainability			
Visit Destinations Recognized for their Sustainability Efforts ¹	68%	68%	68%
Support Businesses Recognized for their Sustainability Efforts ¹	75%	76%	75%
Biosphere Certified Destination Improves Impression of KRT	59%	51%	55%

% that are significantly different from each other are noted in red (significantly lower) and corresponding blue (significantly higher).

1. Top box % - the proportion of visitors that rated as a '4' or '5' on a 5-point scale or a '9' or '10' on an 11-point scale (0-10).

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Front Cover Photo Credit: Upper Welsh Lake in the Purcell Mountains near Radium Hot Springs and Invermere, retrieved from:

<https://imagebank.krtourism.ca/imagebank/hiking-36/>

Location: Radium

Photographer: Kari Medig

1. INTRODUCTION

Kootenay Rockies Tourism (KRT) is a destination management organization (DMO) that promotes the Kootenay Rockies region as a tourism destination.

In the spring of 2022, KRT identified the need to conduct a comprehensive, representative research study of Kootenay Rockies visitors to better understand overall value and quality the Kootenay Rockies provides as a destination. Based on this purpose, the key objectives of this research were to:

- ✓ Gain a complete understanding of visitor characteristics, including market origin and demographics;
- ✓ Gain a comprehensive understanding of trip characteristics, including length of stay, community visitation, activity participation, tourist site visitation, trip planning characteristics;
- ✓ Assess visitor satisfaction levels (Net Promoter Score, NPS®), and;
- ✓ Identify opportunities to improve the destination.

As such, Summer 2022 research was undertaken as a pilot study with the hopes that this research will be converted to semi-annually (summer and winter) on an on-going basis. Given the pilot study status, the project is intended to provide feedback and direction on how to best conduct similar research in the future. In particular, there was interest in understanding if a passive approach – such as a QR code – could be used instead of onsite interviews.

Align Consulting Group (ACG) was retained for this project. ACG provided guidance on study design, survey development, interviewer training, onsite data collection sampling plan, onsite data collection software, administration of online follow up surveys, analysis and reporting. In the East Kootenay portion of the region, Kootenay Rockies Tourism staff were used to conduct the onsite intercept surveys and two CDMOs also pledged staff hours for data collection. However, as with many other jurisdictions, CDMOs were faced with unpredictable demand for visitor services complicated by a labour shortage. As such, KRT staff completed all onsite intercept surveys, for this part of the region. This did require travel and balancing other organizational demands therefore the original number of hours for the project or the mix of hours (time of day, day of week) was not achievable. The Kootenay Rockies Tourism team was able to complete 177 intercept surveys which was supplemented by 111 online intercept completes. The follow up survey did not have a robust sample at only 76 completes; however, the follow up survey was supplemented by sample from West Kootenay - Destination Castlegar (71 full follow up completes) and Cranbrook Tourism (43 completes of limited number of questions). The study design is described in the next section.

Because the onsite interviewing was limited (by month, day of week, time of day), the resulting data may not be representative of the visitors as a whole.

2. METHODOLOGY

2.1. Data Collection

In summer 2022, four methods were implemented to collect information from Kootenay Rockies visitors. The first two methods were entirely managed by KRT while Method 3 was a hybrid where KRT managed the follow up, but Destination Castlegar designed the initial survey and Method 4 was a data sharing effort with Cranbrook Tourism who was conducting an onsite visitor study during the same time period. Given the various data collection methods, the nature of this project is very complex. The methods are summarized in below. In terms of the questionnaires, they were designed by Align Consulting Group and Kootenay Rockies Tourism. For the most part, the questions were the same between both of the KRT data collection methods. See Appendix A for the full on-site and follow-up questionnaires.

Method 1 (On-Site and Online Follow Up Surveys)

employed a two-stage, multi-location, in-person, on-site survey with an online follow up survey. Kootenay Rockies Tourism's staff doubled as researchers on select days and locations. They conducted in person interviews between July 20 and August 26, 2022. The on-site interview was 5-7 minutes long and finished with a request to participate in an additional online follow-up survey via email.

Method 2 (QR Code and eNewsletter to Online) also employed a two-staged approach but instead of onsite intercepts, this was a passive data collection approach where visitors were exposed to posters and collateral (postcard handouts) that encouraged them to visit the website and complete the in-destination survey. The survey mirrored the data collected in Method 1 and also requested respondents to participate in the online follow-up survey via email.

2022 Kootenay Rockies Visitor Methodology Summary

Method 1 (KRT Effort)

A. On-Site Intercept Survey (177 completed)

- In-person, on-site surveys.
- At various locations including Radium, Sparwood and Fernie.
- Collected basic trip and traveller information.
- At conclusion of survey, recruited visitors to complete more detailed online follow up survey (via email).

Method 2 (KRT Effort)

A. Online Intercept Survey (94 completed + 17 Completed from eNews)

- QR Code/Website with self-complete online survey.
- Posted at various locations including hotels. Also distributed via eNewsletter.
- Followed same content of data collection as the on-site survey including recruitment to follow up.

B. Follow Up Survey (76 completed)

- Online survey sent via email collected in on-site and online visitor survey.
- More detailed trip characteristics, use of visitor information services, and perceptions of Kootenay Rockies and experience evaluation.
- Respondents were eligible to be entered into a draw for one (1) of three (3) pre-paid gift cards valued at \$50.

Method 3 was an initiative which piggy-backed on Destination Castlegar’s one-phase survey that was being conducted during the same time period. Destination Castlegar provided the market origin data from their survey (conducted via a QR code and onsite intercepts) as well as included an option to complete KRT’s online follow up survey via email. The follow up was the same follow up that was used for visitors recruited through Method 1 and Method 2 although it did have several additions to fill some of the gap from not having a complete KRT Phase 1 survey – most notably, it also collected the number of nights spent in the region.

Method 4 was a data sharing initiative between Kootenay Rockies Tourism and Cranbrook Tourism. Cranbrook Tourism was conducting a Visitor Study locally and in exchange for Kootenay Rockies sharing data for a few agreed upon questions and including several Cranbrook-specific questions in the follow up, KRT asked several Kootenay Rockies-specific questions to those travellers captured in Cranbrook’s Visitor Study. These questions were asked on Cranbrook’s follow up survey.

2022 Kootenay Rockies Visitor Methodology Summary, Continued

Method 3

A. Destination Castlegar Intercept Survey (On-Site and Online) (230 select intercept questions)

- Castlegar conducted an intercept Visitor Study with market origin overlapping KRT needs.
- Recruited visitors to complete KRT’s detailed online follow up survey via email.



B. Follow Up Survey (71 completed)

- Online survey sent via email collected in on-site and online visitor survey.
- More detailed trip characteristics, use of visitor information services, and perceptions of Kootenay Rockies and experience evaluation.
- Respondents were eligible to be entered into a draw for one (1) of three (3) pre-paid gift cards valued at

Method 4

KRT Data Sharing with Cranbrook Tourism (381 select intercept questions and 43 select follow up responses)

- Cranbrook conducted a Visitor Study with a Phase 1 – Intercept, Phase 2 – Follow Up format.
- Several Intercept questions overlapped (including market origin, trip length, travel party and demographics). In addition, respondents were asked several Kootenay Rockies-specific questions including length of stay, trip purpose, overall satisfaction, suggestions to enhance Kootenay Rockies experience, Net Promoter question, spend, and demographics). For these questions the base total is 190.

The table below summarizes the number of completes, both intercept and follow up, by source/effort as well as calculates the response rate for each.

	Intercept Surveys	Agreed to Follow Up	Follow Up Survey	Follow Up Response Rate
KRT In-Person	177	112	38	33.9%
<i>Sparwood</i>	<i>89</i>	<i>64</i>	<i>18</i>	<i>28.1%</i>
<i>Radium</i>	<i>57</i>	<i>33</i>	<i>13</i>	<i>39.4%</i>
<i>Fernie</i>	<i>31</i>	<i>15</i>	<i>7</i>	<i>46.7%</i>
KRT QR Code	94	92	31	33.7%
KRT eNewsletter	17	17	7	41.2%
<i>KRT Effort SUBTOTAL</i>	<i>288</i>	<i>221</i>	<i>76</i>	<i>34.4%</i>
Castlegar	230*	230	71	30.9%
Cranbrook**	381	184	43	23.4%
TOTAL	899	635	190	29.9%

* - Castlegar intercept survey includes only the overlapping questions that Castlegar asked which includes market origin, trip length, and travel party. Follow up was conducted by KRT and sent to all those who agrees in the intercept for Castlegar. This followed the same questions as follow ups for all KRT respondents but did ask several questions that were missed in the intercept including nights in KR and trip description.

** - Cranbrook respondents were only asked a subset of questions therefore are only included data on market origin, trip length, nights in KR, travel party, activities, overall satisfaction, NPS, likelihood to return, spend, and demographics.

2.2. Data Analysis

Data from both methods were downloaded, merged together and coded¹. Kootenay Rockies visitors were described using simple frequencies and averages from the interview and follow-up survey data. Other data analysis details include:

- Data from all methods were combined and are summarized in the following pages.
- 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).
- For questions that were asked in both the on-site and follow-up surveys (i.e. length of stay and expenditures), the follow-up survey data replaced the on-site data if available. This is done because the follow-up information is deemed to be more accurate as their trip is complete and therefore able to respond more accurately.
- The follow up survey collected expenditures for each travel party (and not per visitor), but travel party size was divided into total travel party expenditures to equal per person expenditures. Further, length of stay in Kootenay Rockies 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.
- Postal codes and Zip Codes were collected for visitors from North America.
- Sample size warnings were provided as footnotes when response categories had less than 30 responses.
- The subtitle on each graph indicates the relevant sample population. 'Percent of Visitors' indicates that it is all visitors included in all methods of this study (n=899 less prefer not to answer responses); 'Percentage of Visitors (KRT Intercept)' indicates that it is all visitors who completed the intercept with KRT (either in-person or online) but does not include any partner data (n=288 less any prefer not to answer responses); 'Percentage of Visitors^{FU}', indicates that it is all visitors who completed the follow up survey (the majority of the questions include KRT and Castlegar source sample, n=147; however, select question also include Cranbrook source sample, n=190). Those that include Cranbrook will be noted.

In addition, data were summarized by the two main data collection subregions (East – KRT & Cranbrook Data Collection, Castlegar Data Collection). Differences were identified by statistical significance tests.

¹ Coded means open-ended responses were categorized into meaningful groups.

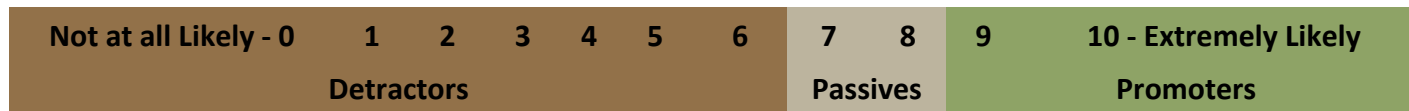
2.2.1. Net Promoter Score

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) 2020-2023 corporate strategy² is for British Columbia to become the most highly recommended destination in North America. In addition, Kootenay Rockies Destination Development Strategy (2019 - 2029), one of the goals is to increase overall visitor destination satisfaction rating, as measured by a tool such as Net Promoter Score. The Net Promoter Score® (NPS®)³ measures the intention to recommend a travel destination and is also an indicator of overall satisfaction with the travel experience.

NPS is measured by asking one question (likelihood of recommending Kootenay Rockies 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 Kootenay Rockies as a travel destination to a friend, family member or colleague?

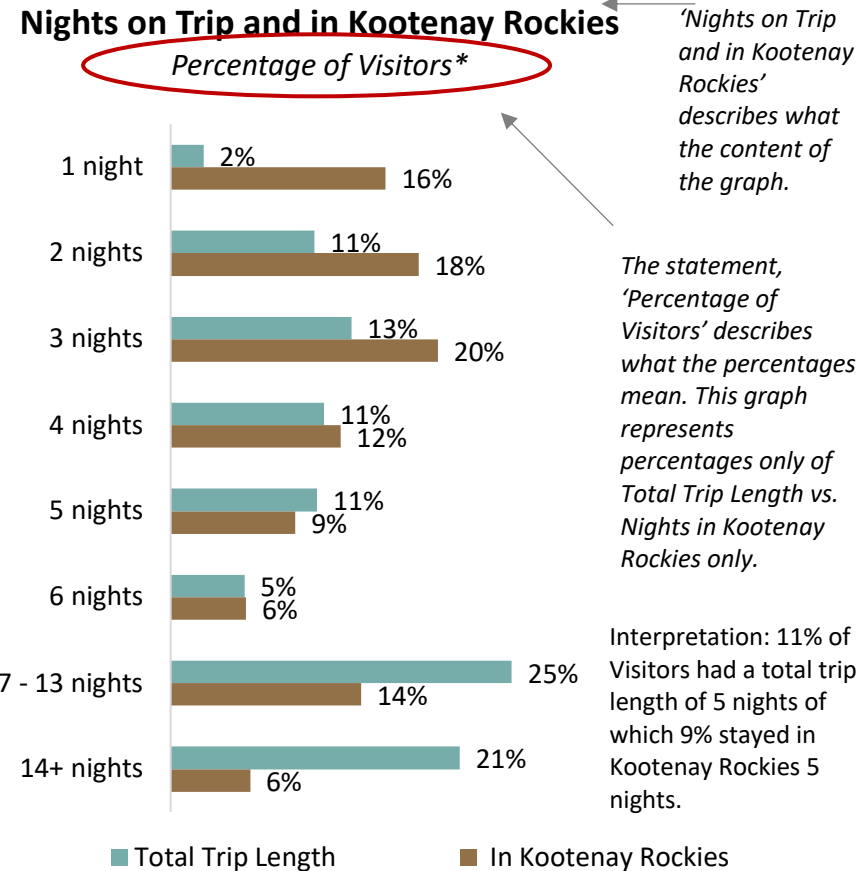
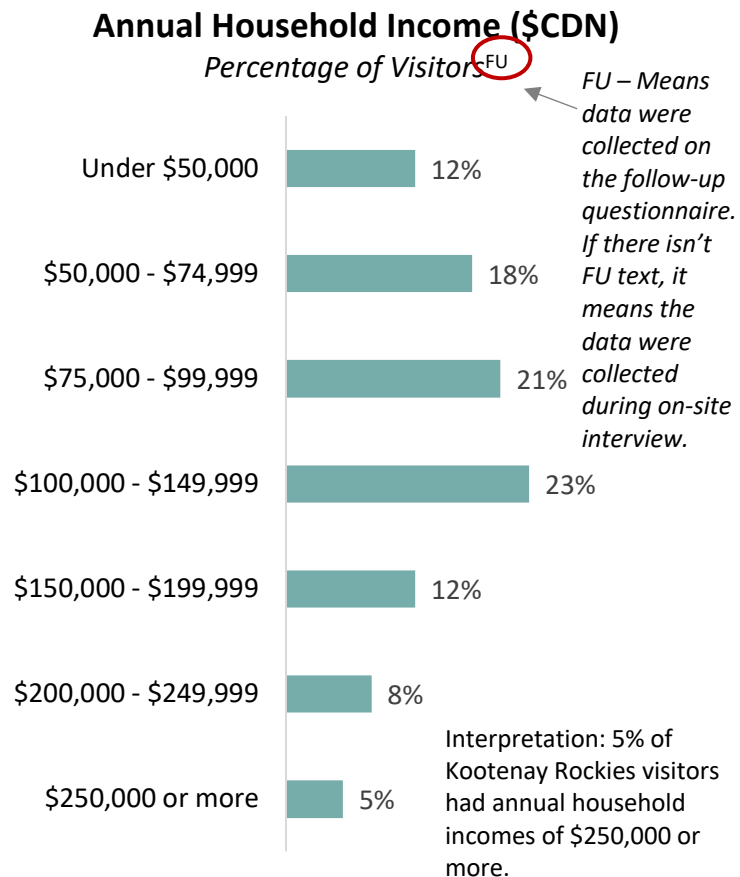


$$\begin{array}{|c|} \hline \% \\ \hline \text{Promoters} \\ \hline \end{array} - \begin{array}{|c|} \hline \% \\ \hline \text{Detractors} \\ \hline \end{array} = \text{NPS}$$

² https://www.destinationbc.ca/content/uploads/2021/03/CorporateStrategy2020-2023_March2021_Update-March-9.pdf

³ 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

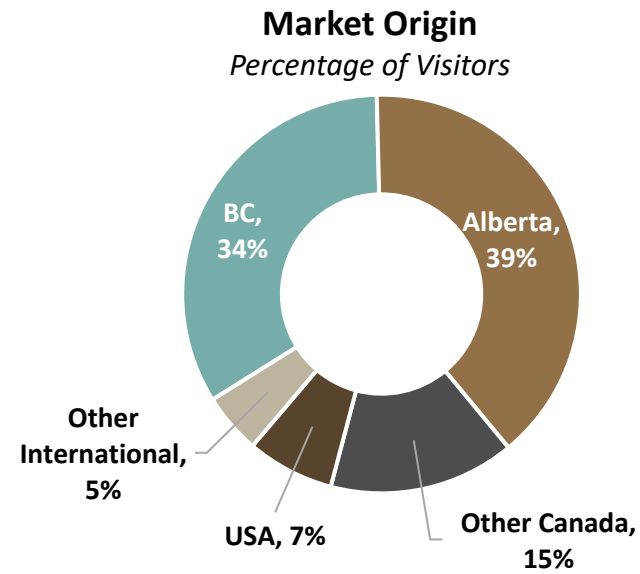


Footnotes about questions are noted here. Often they describe the 'other' categories, describe an analysis note, or describe the number of responses (n) if low.

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

3. RESULTS

3.1. Visitor Characteristics

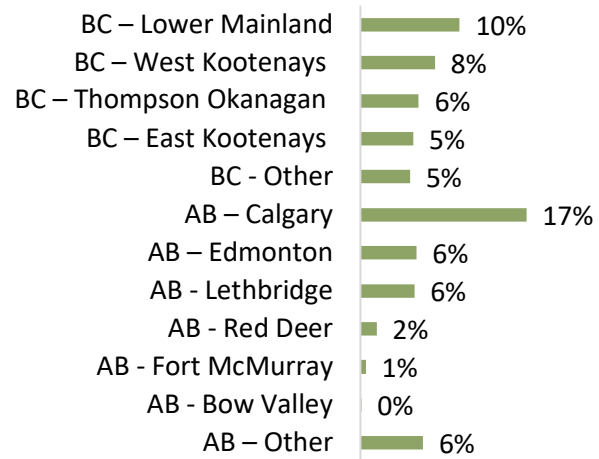


Market Origin	East Kootenay Data Collection	Castlegar Data Collection	Total Visitors
BC	26%	54%	34%
Alberta	46%	21%	39%
Other Canada	15%	17%	15%
USA	7%	7%	7%
Other International	6%	1%	5%

% that are significantly different from each other are noted in red (significantly lower) and corresponding blue (significantly higher).

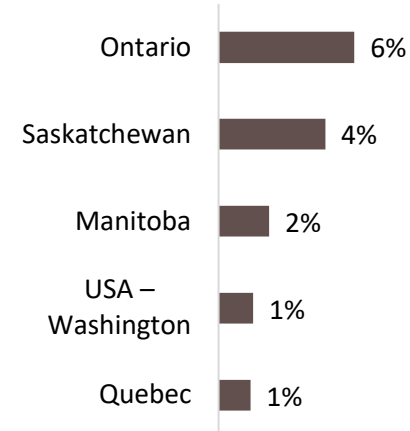
Origin of BC/AB Visitors

Percentage of Visitors

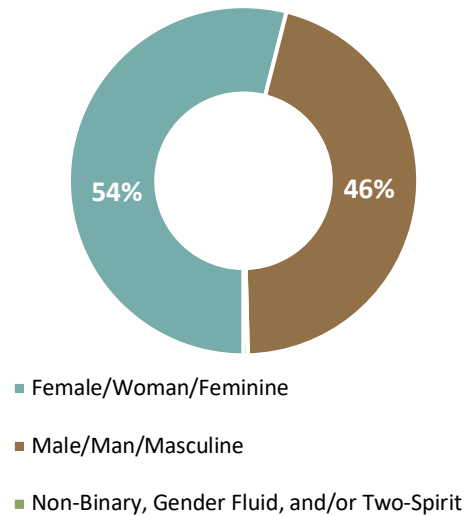


Origin of Visitors from Other Canada and USA (Top 5)

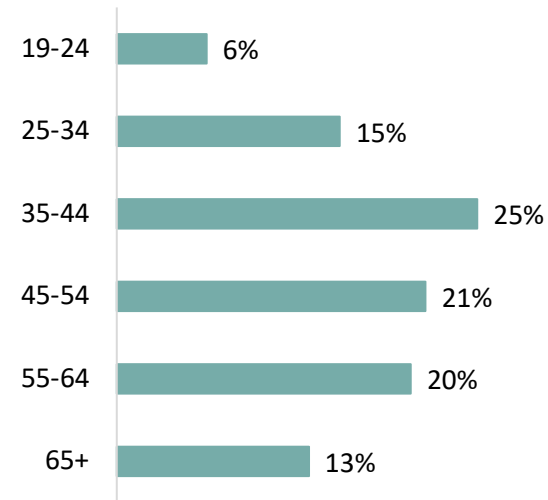
Percentage of Visitors



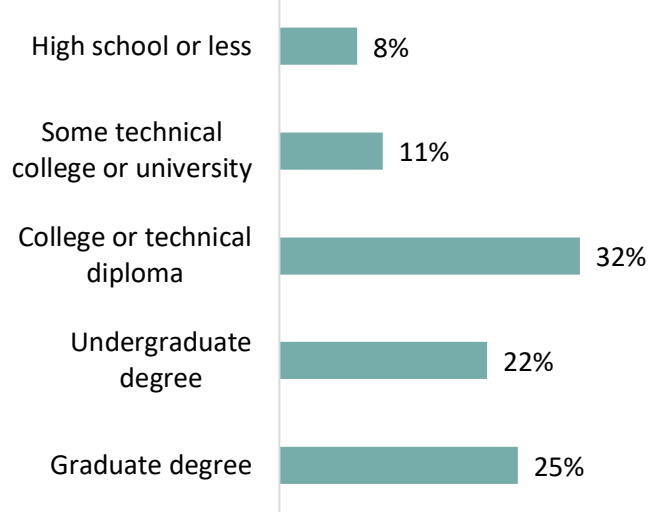
Gender
Percentage of Visitors¹



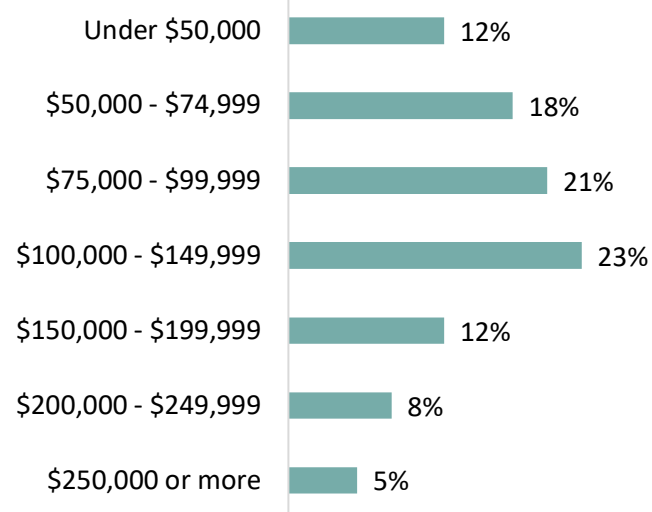
Age
Percentage of Visitors¹



Highest Education
Percentage of Visitors^{FU}



Annual Household Income (\$CDN)
Percentage of Visitors^{FU}

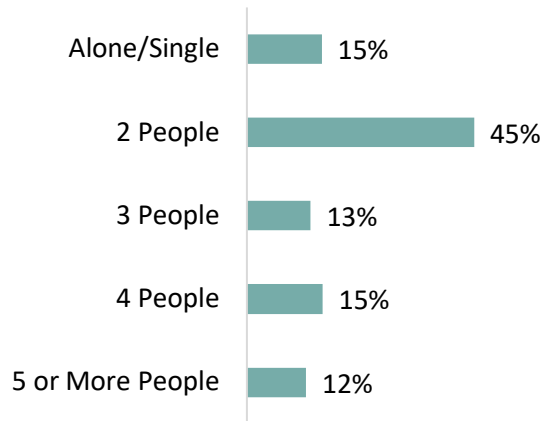


1. Does not include sample from Destination Castlegar, n=669.

3.2. Travel Party

Travel Party Composition

Percentage of Visitors



Average Travel Party Size:

2.7 people (2.13 adults, 0.54 children under 18)

Percent of Travel Parties with Children Under 18:

29%

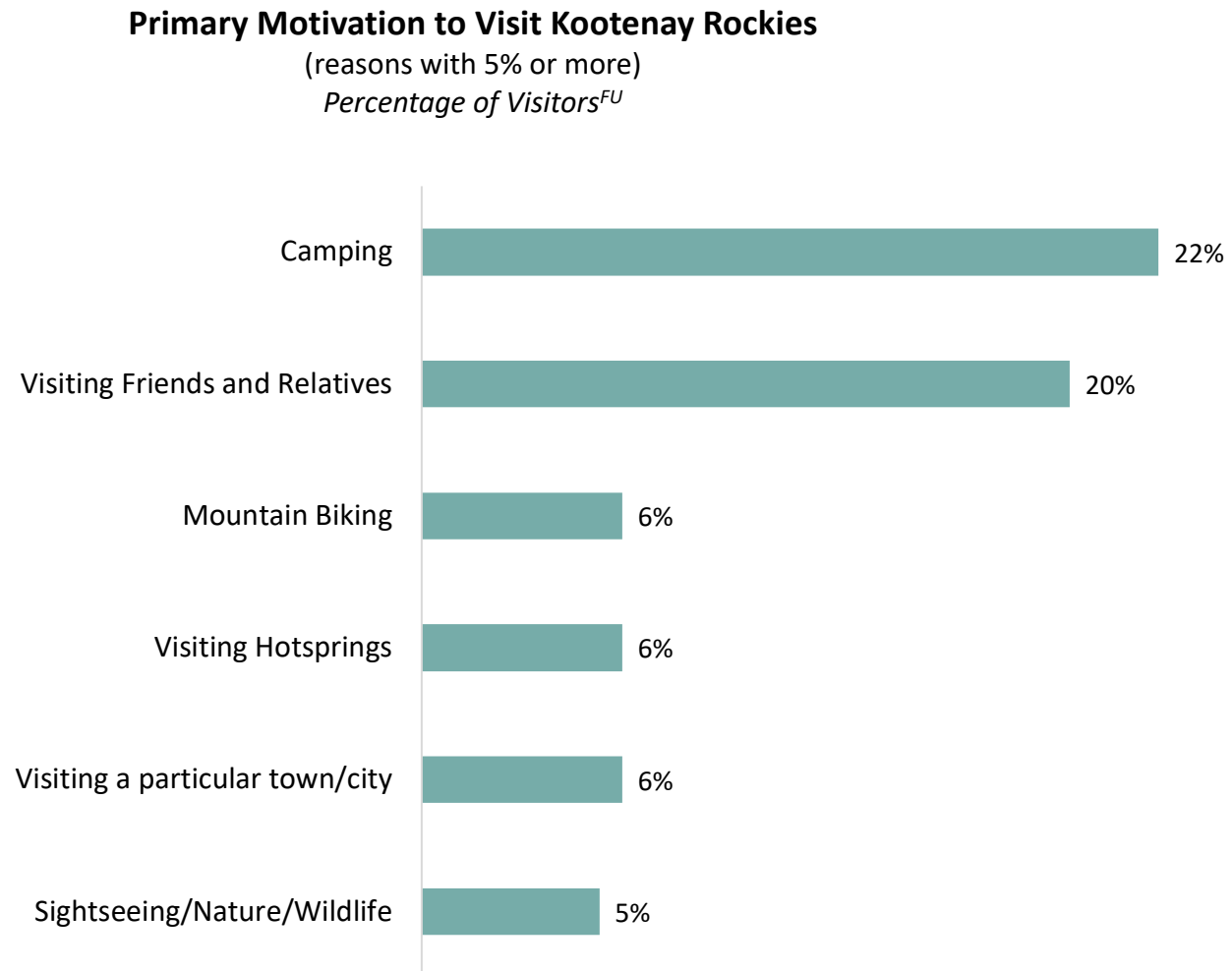


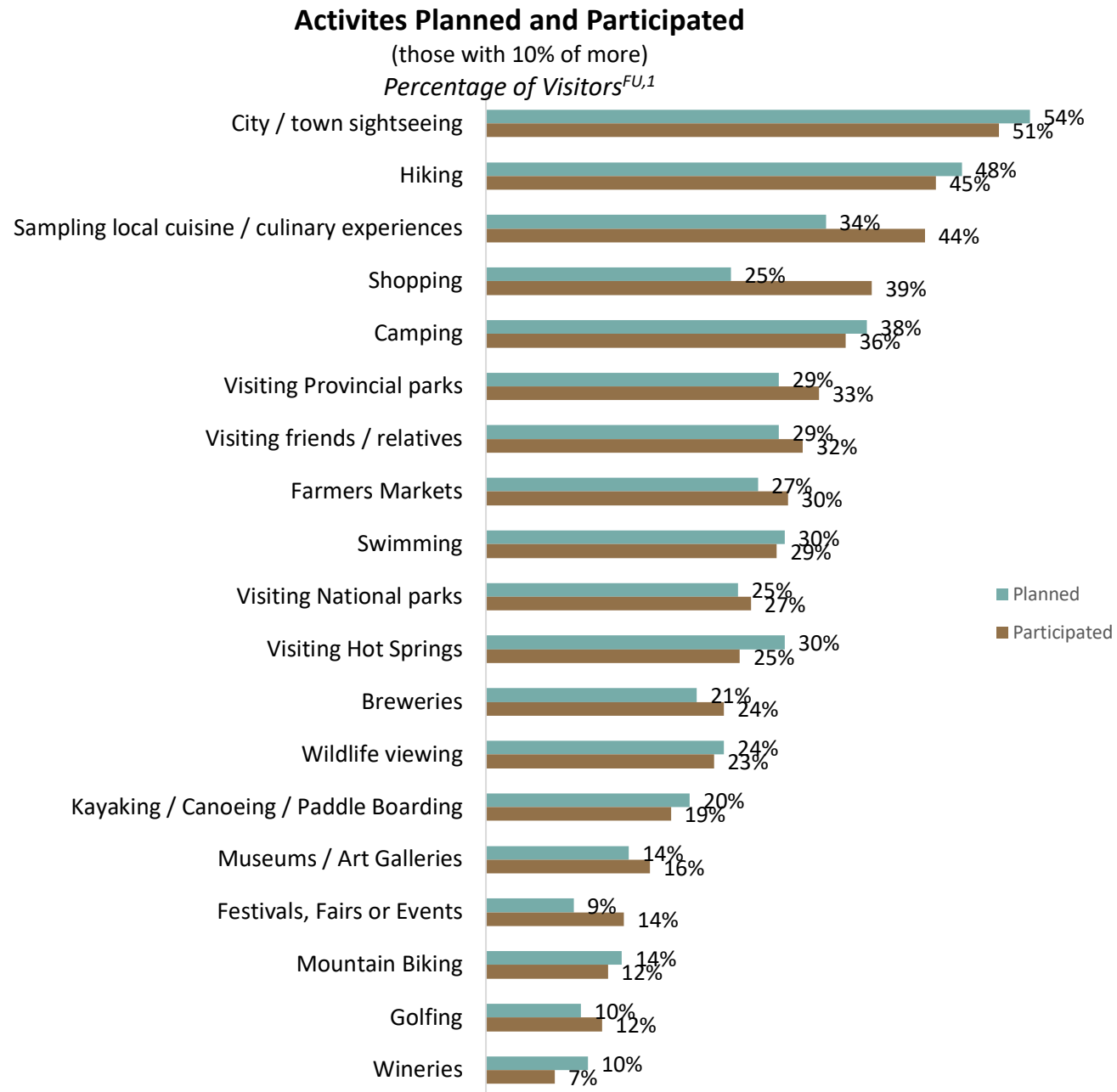
Travel Party (average)	East Kootenay Data Collection	Castlegar Data Collection	Total Visitors
Children (under 18)	0.58	0.41	0.54
Adults	2.18	1.97	2.13
Total Travel Party	2.76	2.38	2.67
% with Children	30%	25%	29%

% that are significantly different from each other are noted in red (significantly lower) and corresponding blue (significantly higher).

3.3. Trip Characteristics

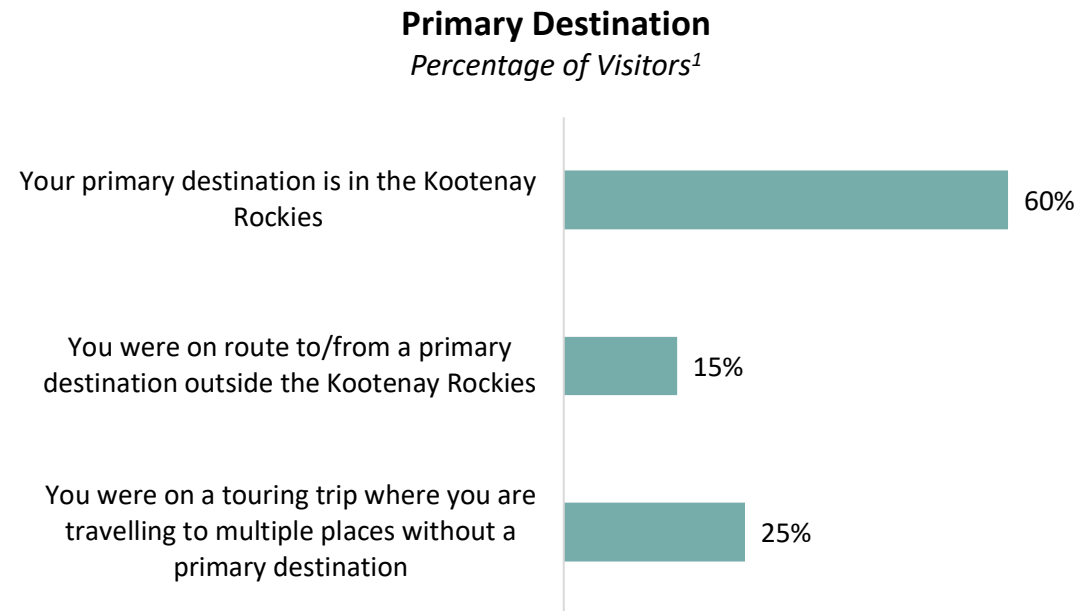
3.3.1. Travel Motivations and Activities





1. Planned does not include Cranbrook source, n=147; however, Participated in includes follow up from all sample sources, n=190.

3.3.2. Primary Destination



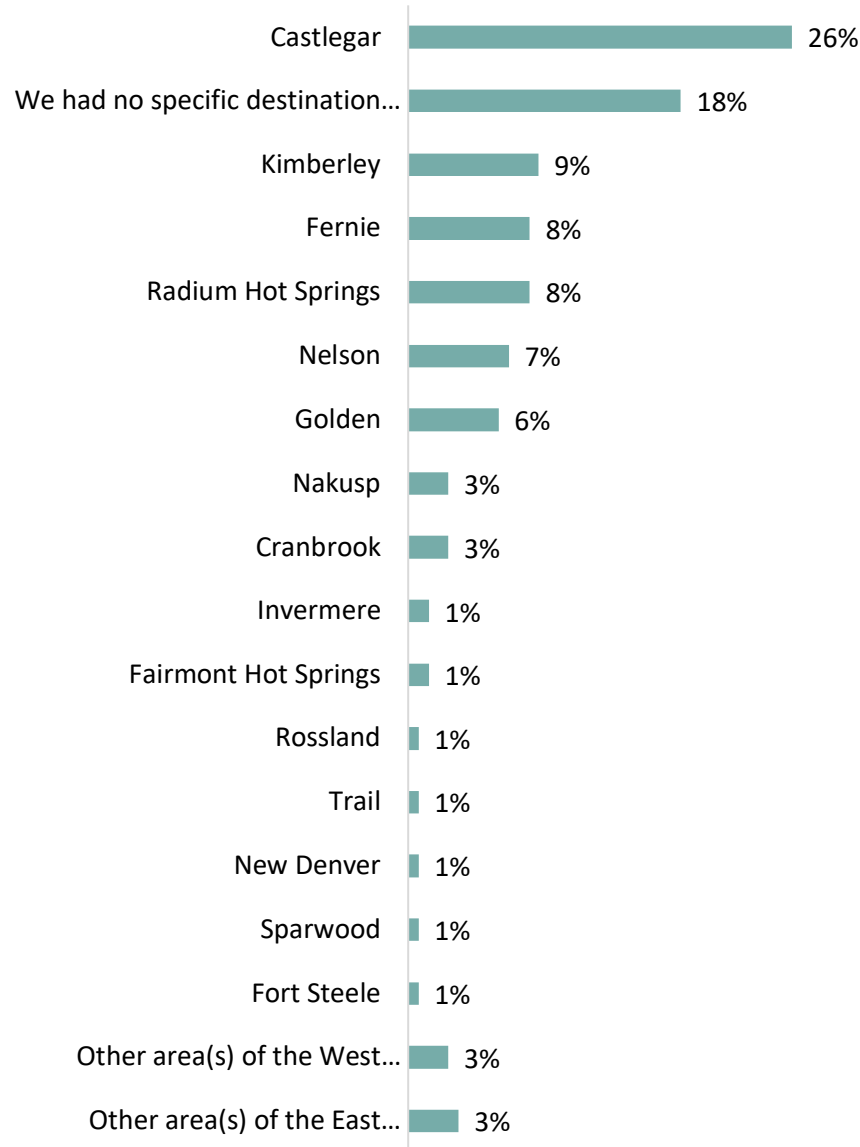
Primary Destination	East Kootenay Data Collection	Castlegar Data Collection	Total Visitors
Kootenay Rockies is Primary Destination	58%	70%	60%
Passing through to a Destination Outside Kootenay Rockies	17%	9%	15%
Touring with No Destination	25%	21%	25%

% that are significantly different from each other are noted in red (significantly lower) and corresponding blue (significantly higher).

1. This was a KRT intercept question but was asked on the follow up for Castlegar to fill the gap from the intercept, n=359.

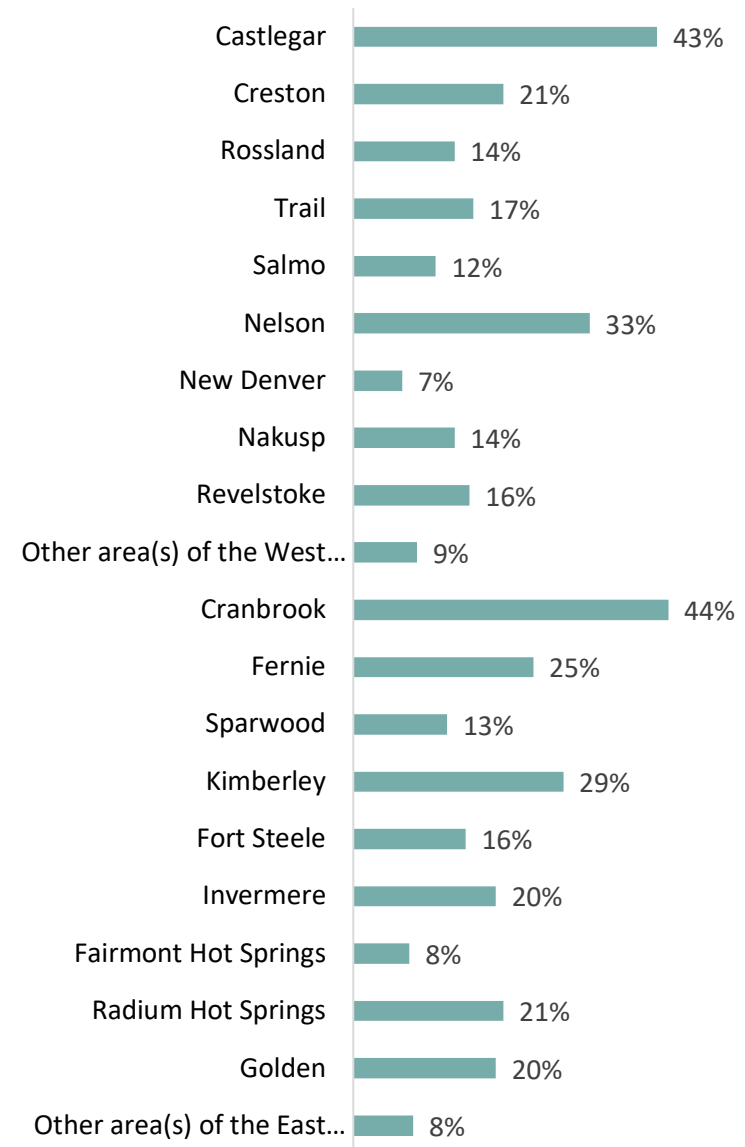
Primary KRT Destination

Percentage of Visitors^{FU}



Towns Visited

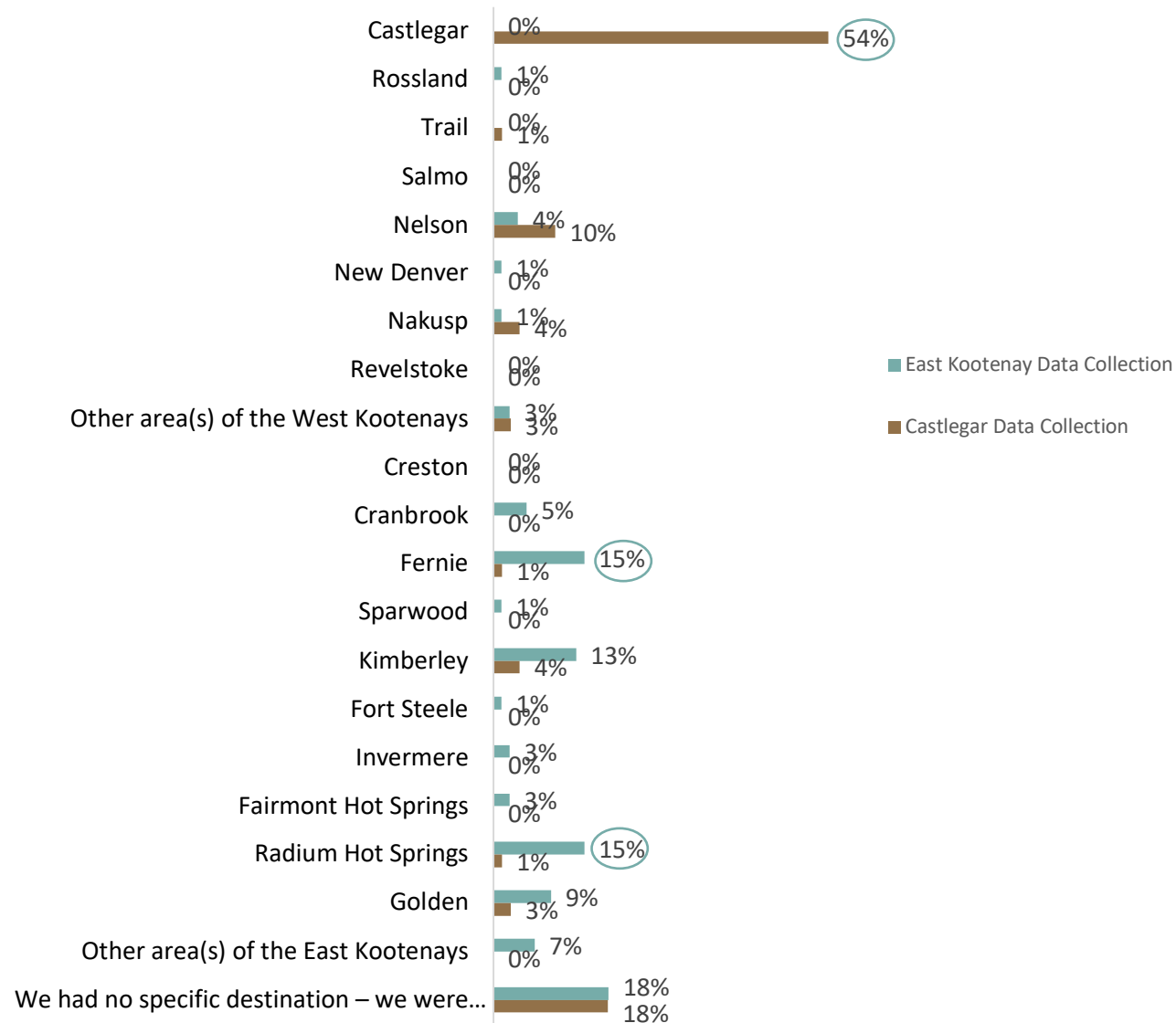
Percentage of Visitors^{FU, 1}



1. Towns visited was asked of all sources in the follow up including Cranbrook sample, n=190.

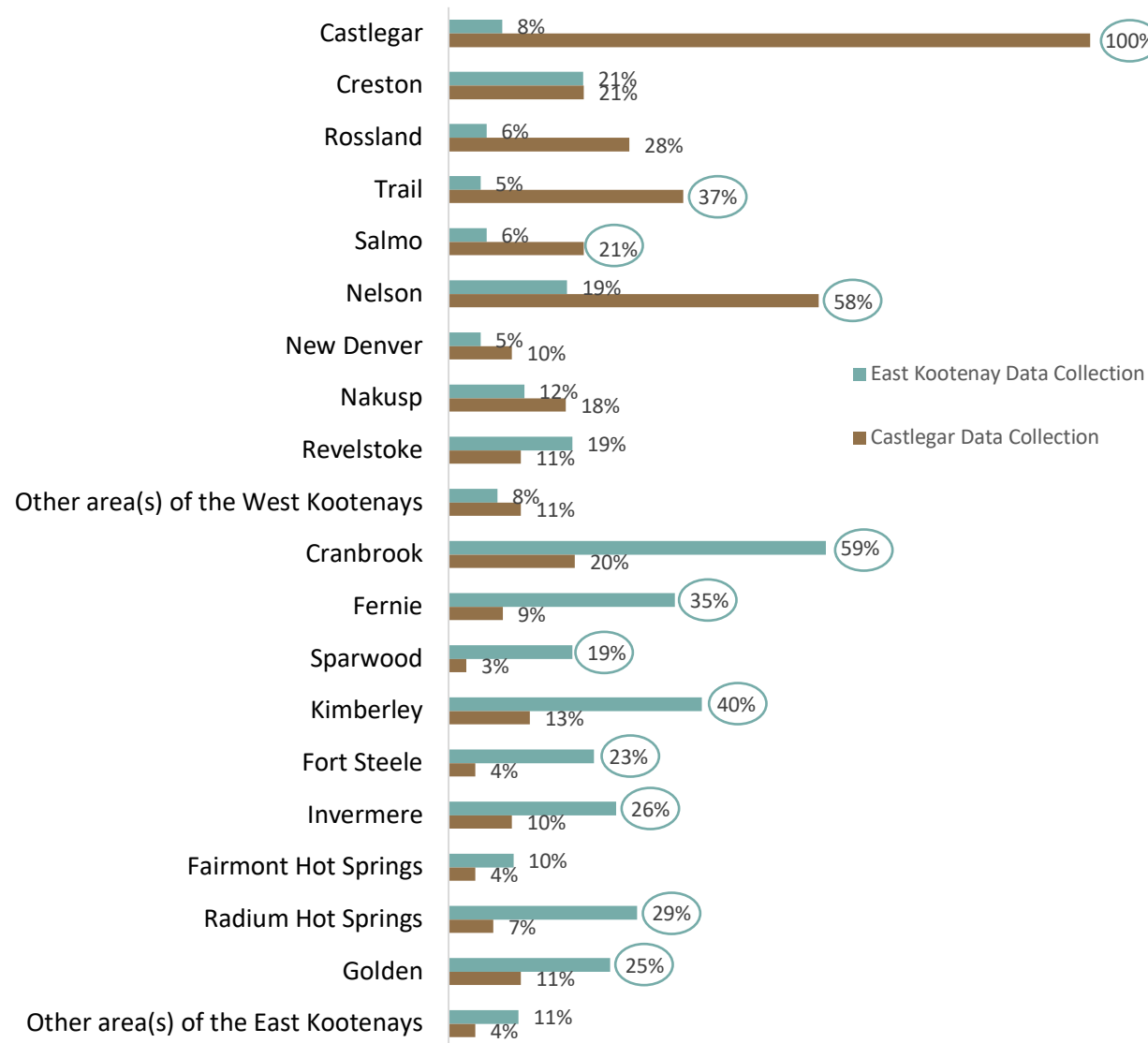
Primary Destination by East Kootenay/ Castlegar Data Collection

Percentage of Visitors^{FU}



% that are significantly different from each other are noted in red (significantly lower) and corresponding blue and circled (significantly higher).

Towns Visited by Source Percentage of Visitors^{FU}

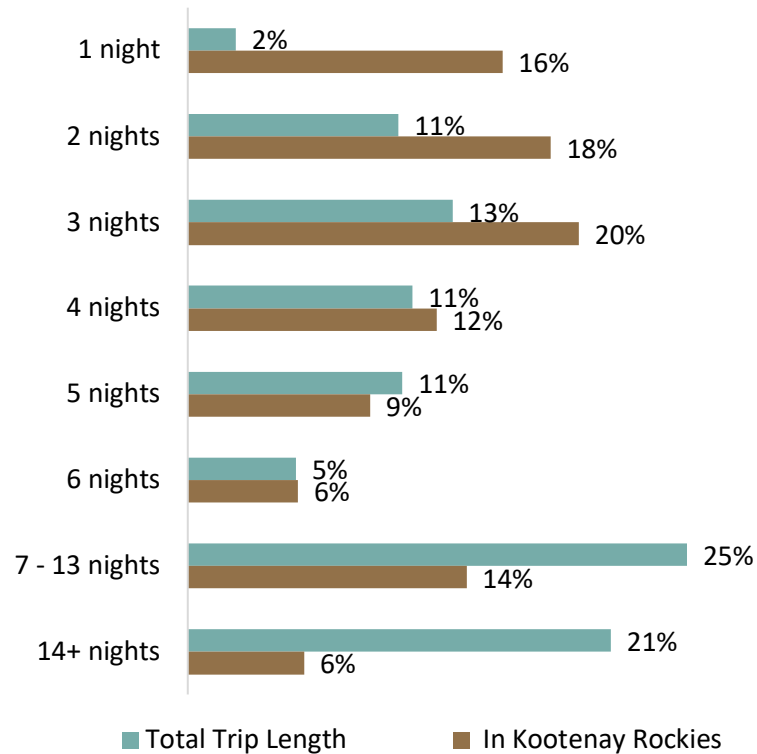


1. Towns visited was asked of all sources in the follow up including Cranbrook sample, n=190.

% that are significantly different from each other are noted in red (significantly lower) and corresponding blue and circled (significantly higher).

3.3.3. Length of Stay

Nights on Trip / Nights in Kootenay Rockies
Percentage of Visitors



Average Number of Nights on Trip:

9.77

Average Number of Nights in Kootenay Rockies:

4.64

Percent of Trip Length (in nights) spent in Kootenay Rockies (on average):

47%

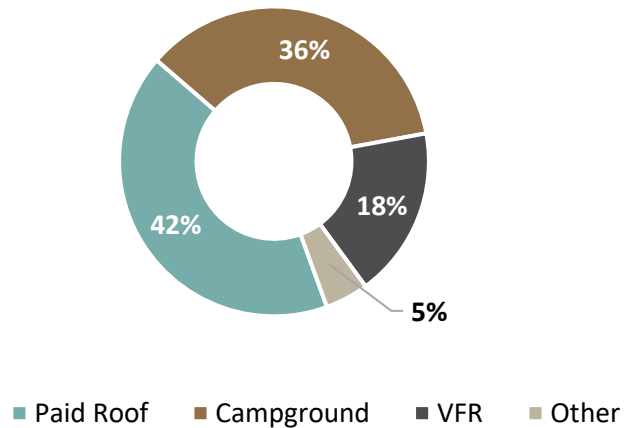
Trip Length (average)	East Kootenay Data Collection	Castlegar Data Collection	Total Visitors
Total Trip Length (nights)	9.32	11.22	9.77
Nights in Kootenay Rockies	4.37	5.56	4.64

% that are significantly different from each other are noted in red (significantly lower) and corresponding blue (significantly higher).

3.3.5. Accommodations and Transportation

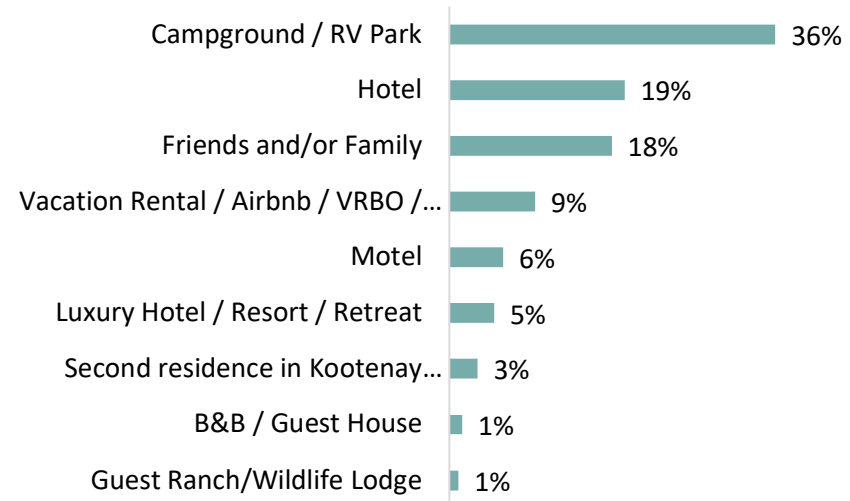
Kootenay Rockies Overnight Accommodation

Percentage of Visitors (KRT Intercept)



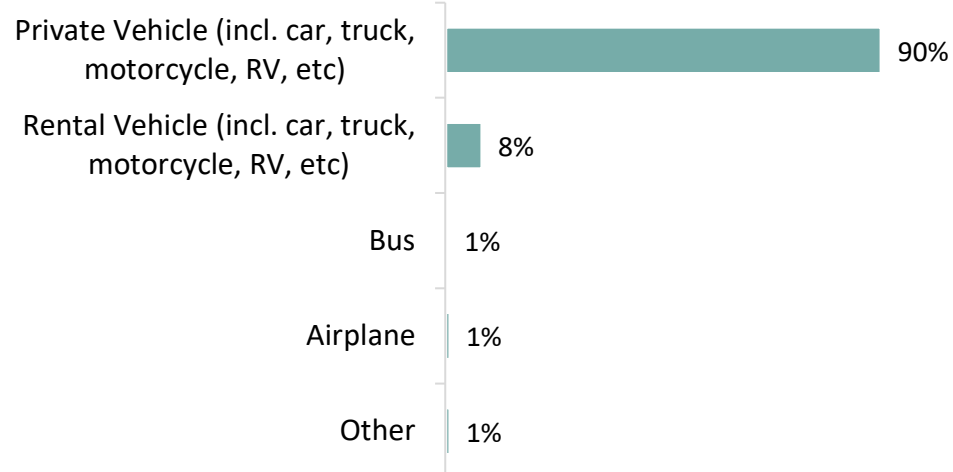
Accommodation Type

Percentage of Visitors (KRT Intercept)



Transportation to Kootenay Rockies

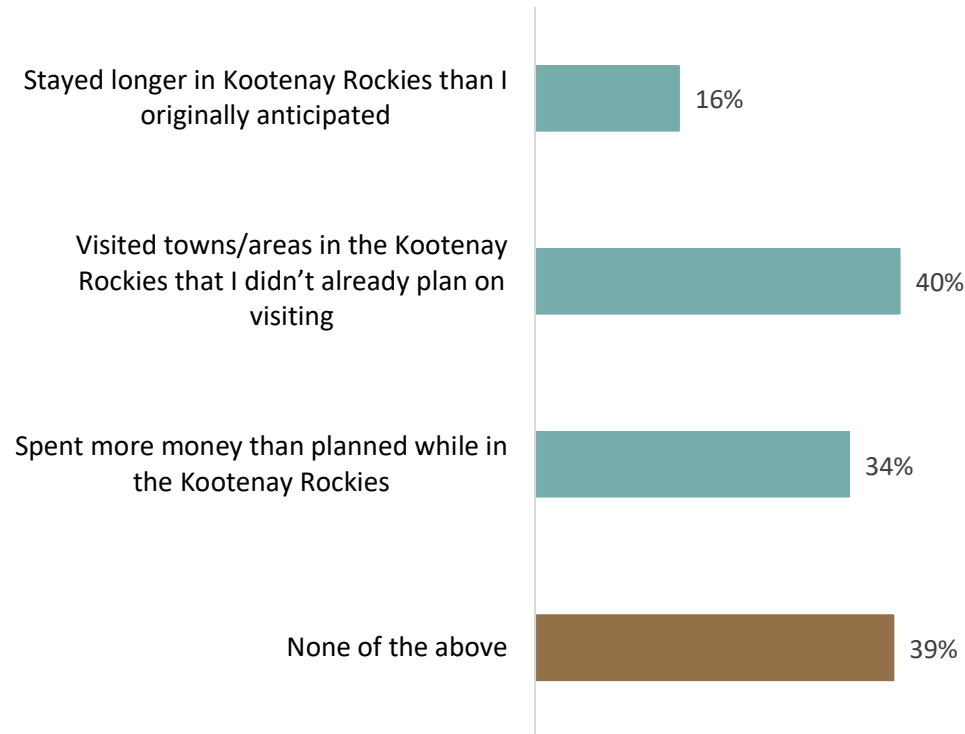
Percentage of Visitors (KRT Intercept)



3.3.6. Impact of Experience and In-Destination Information

Influence of Experience and Information on Trip¹

Percentage of Visitors^{FU}



Trip Length (average)	East Kootenay Data Collection	Castlegar Data Collection	Total Visitors
Stayed longer in Kootenay Rockies than I originally anticipated	9%	23%	16%
Visited towns/areas in the Kootenay Rockies that I didn't already plan on visiting	36%	44%	40%
Spent more money than planned while in the Kootenay Rockies	38%	30%	34%
None of the above	41%	37%	39%

% that are significantly different from each other are noted in red (significantly lower) and corresponding blue (significantly higher).

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

3.4. Expenditures*

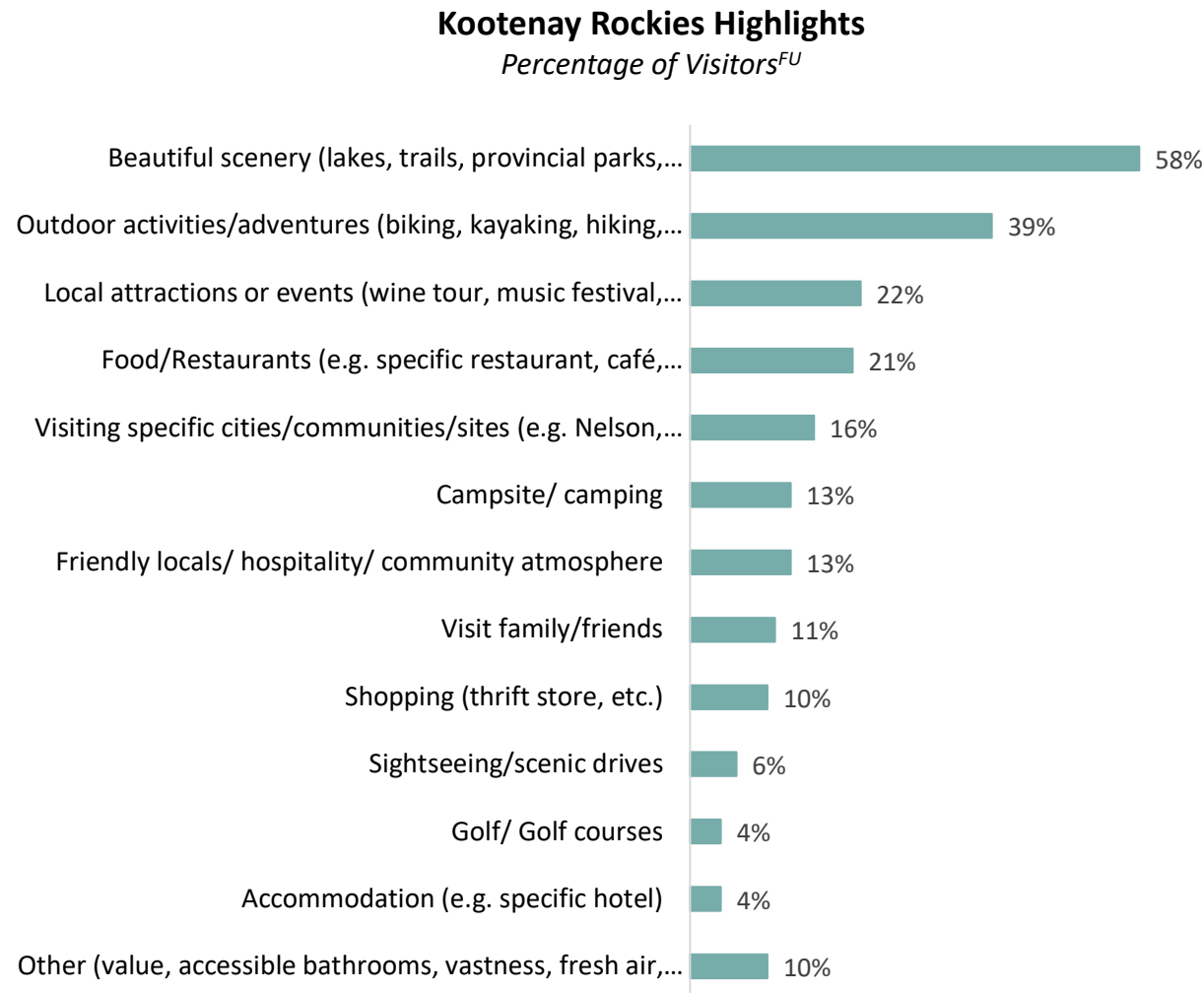
Expenditures in Kootenay Rockies (Averages)					
		Visitor Party		Per Person	
		Trip Expenditures	Nightly Expenditure ¹	Trip Expenditures ²	Nightly Expenditure ³
Market Origin ⁴	British Columbia	\$1,378	\$232	\$670	\$109
	Alberta	\$1,283	\$251	\$570	\$89
Data Source	KRT Onsite ⁵	\$1,053	\$267	\$464	\$117
	KRT QR Code ⁶	\$1,843	\$262	\$649	\$102
	Cranbrook Onsite ⁷	\$773	\$181	\$346	\$71
	Castlegar (Onsite and QR) ⁸	\$1,542	\$269	\$885	\$130
Overnight Visitors		\$1,340	\$248	\$630	\$106

1. Visitor Party Nightly Expenditures = Visitor Party Trip Expenditures/Nights in Kootenay Rockies.
 2. Per Person per Trip Expenditures = Visitor Party Trip Expenditures/ People in Travel Party.
 3. Per Person Nightly Expenditures = Per Person per Trip Expenditures/ Nights in Kootenay Rockies.
 4. Showing two major markets with sample size over 30. British Columbia n=33-38 and Alberta n=37-44. Variation in sample size is due to the fact that not all respondents provided travel party and trip length in Kootenay Rockies information in addition to spend.
 5. KRT Onsite sample size is low, n=17-22, please use caution when interpreting.
 6. KRT QR Code sample size is low, n=20-21, please use caution when interpreting.
 7. Cranbrook Onsite sample size is low, n=20-22, please use caution when interpreting.
 8. Castlegar sample size n=34-46.
 Averages that are significantly different from each other are noted in **red** (significantly lower) and corresponding **blue** (significantly higher) in each column.

* - Expenditures were asked of all sources in the follow up including Cranbrook sample, n=190 less prefer not to answer and trimmed responses.

3.5. Perceptions

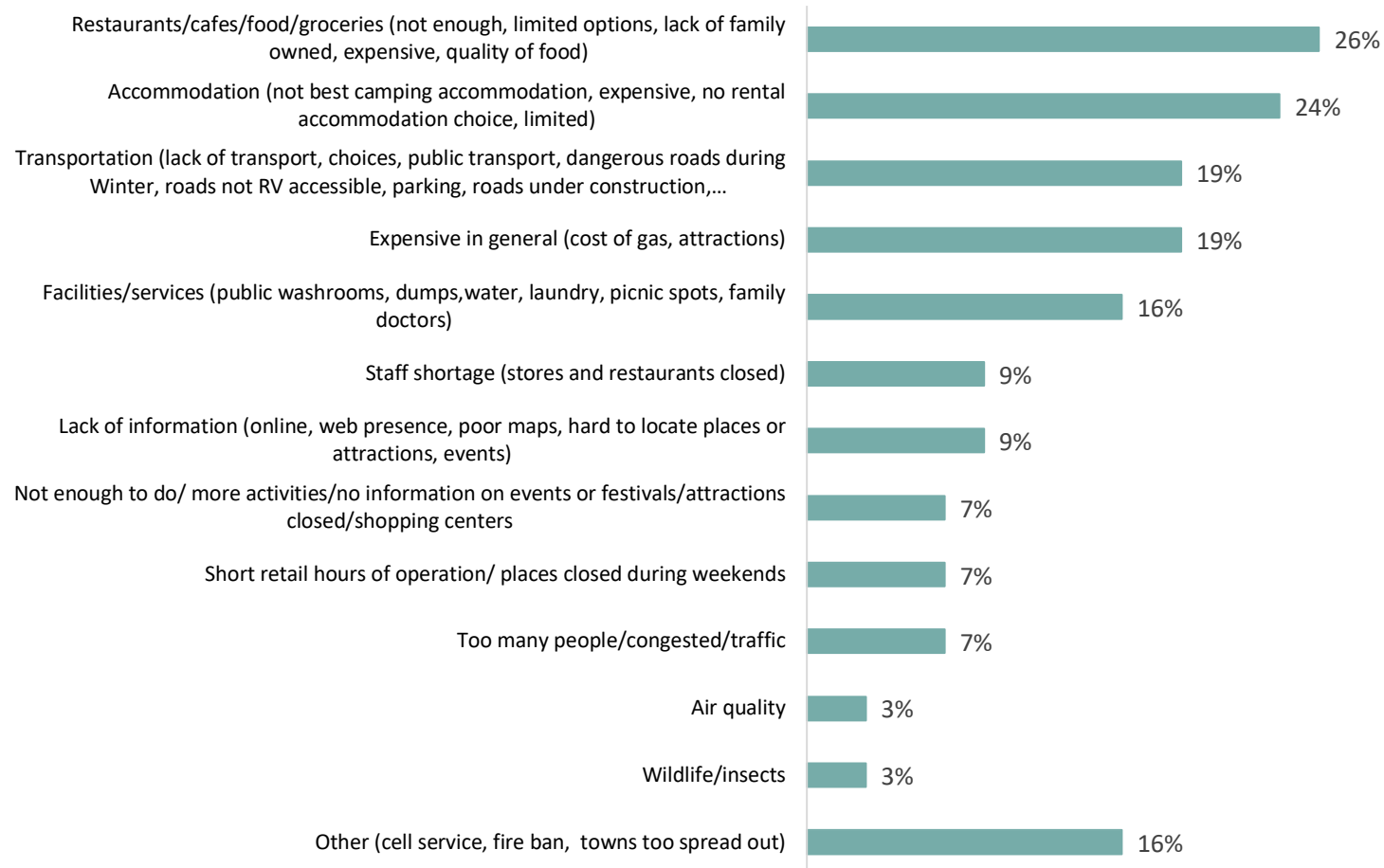
3.5.1. Perceptions – Highlights



1. 127 visitors provided 288 highlights of their time in Kootenay Rockies and area. These were coded into categories as noted in the graph. Each visitor could provide multiple highlights therefore total adds to more than 100%.

3.5.2. Perceptions – Areas for Improvement

Kootenay Rockies' Areas for Improvement Percentage of Visitors^{FU}



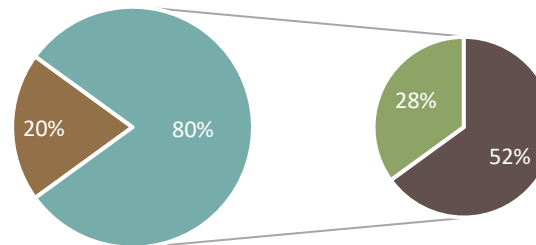
- 58 visitors provided 95 shortcomings of their time in Kootenay Rockies and area. These were coded into categories as noted in the graph. Each visitor could provide multiple shortcomings therefore total adds to more than 100%.

3.6. Destination Loyalty

3.6.1. Previous Visitation

Been to Kootenay Rockies in Past Two Years

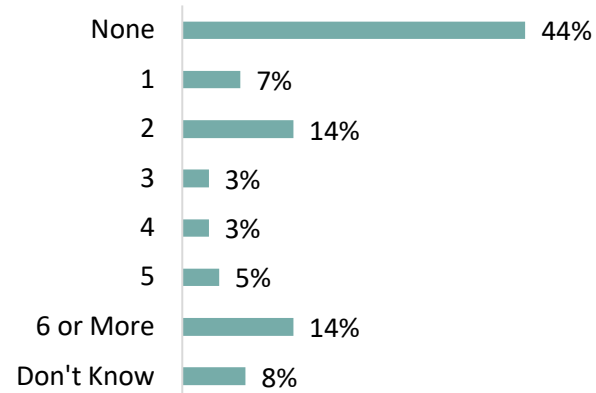
Percentage of Visitors^{FU}



■ Have been before ■ Been but not overnight in the past two years
■ Have not been before ■ Been overnight in the past two years

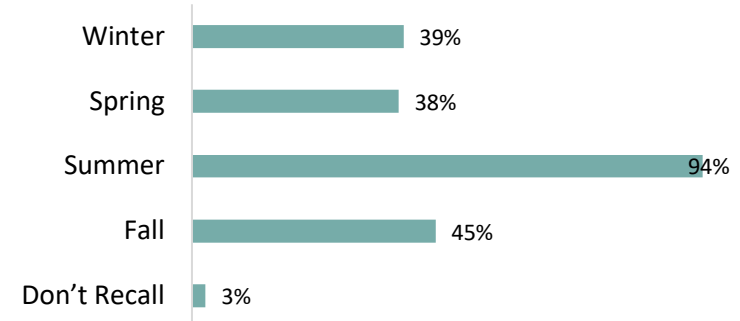
Overnight Trips to Kootenay Rockies in Past 2 Yr

Percentage of Visitors^{FU}



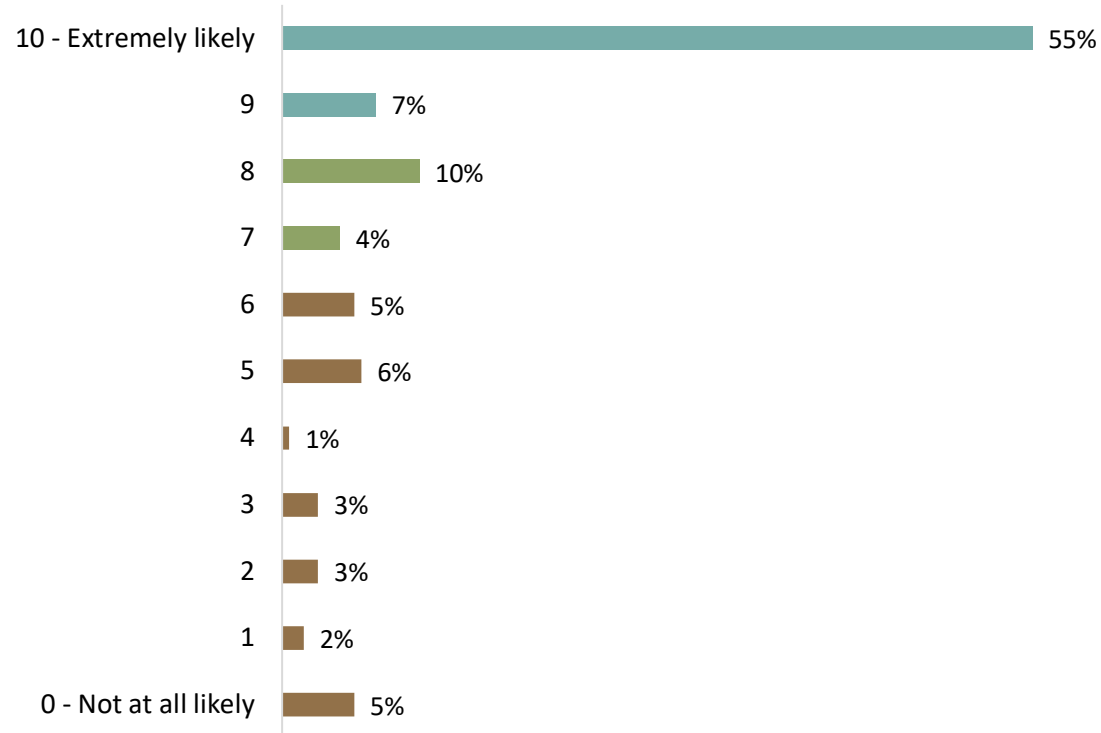
Season of Previous Visitation to Kootenay Rockies

Percentage of Visitors Who Have Been to KR Before^{FU}



3.6.2. Likelihood of Return to Kootenay Rockies

Likelihood to Return to Kootenay Rockies in Next 2 Years for Overnight Leisure
Percentage of Visitors^{FU, 1}



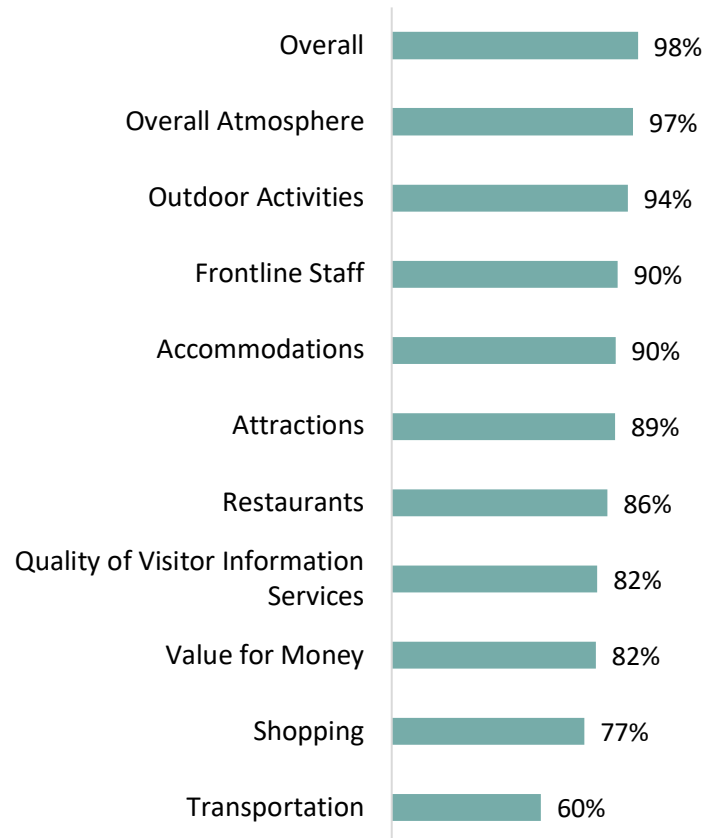
1. Likelihood to return was asked of all sources in the follow up including Cranbrook sample, n=190.

3.7. Evaluation of Kootenay Rockies Tourism Experiences

3.7.1. Tourism Experience by Components

Experience of Each Component while in KRT

*Top Box Responses - Percentage of Visitors^{FU, 1}
Responding 4 or 5*



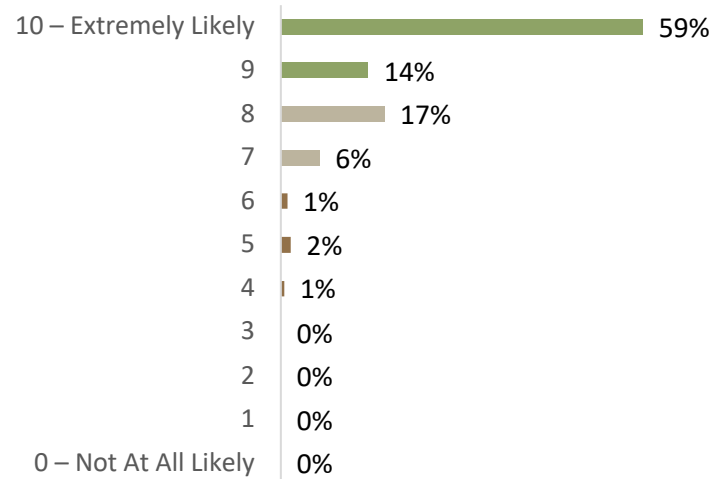
Component	Average Rating on 5-Point Scale	Count
Overall Experience¹	4.82	190
Overall Atmosphere	4.81	142
Outdoor Activities	4.75	142
Frontline Staff	4.59	125
Accommodations	4.45	133
Attractions	4.55	140
Restaurants	4.43	130
Quality of Visitor Information Services	4.40	112
Value for Money	4.13	142
Shopping	4.15	122
Transportation	3.95	87

1. Overall Experience was asked of all sources in the follow up including Cranbrook sample, n=190; however, all other components were of KRT and Castlegar sources, n=147.

3.7.2. Net Promoter Score (NPS)

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

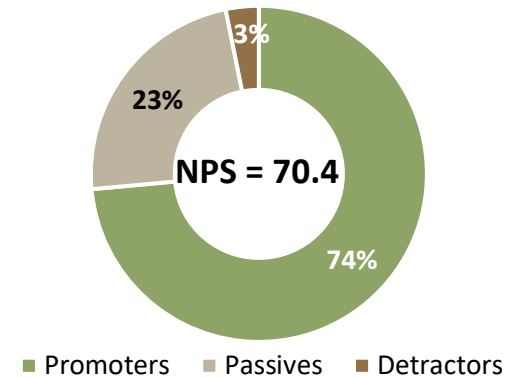
Percentage of Visitors^{FU, 1}



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

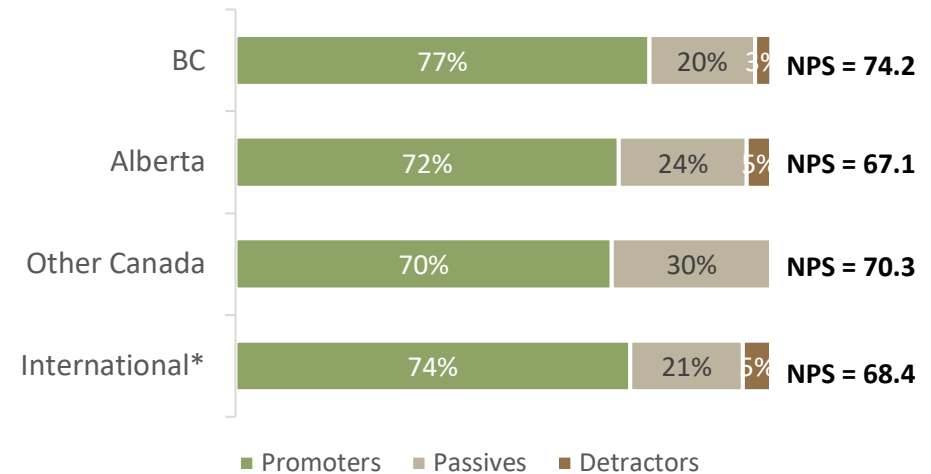
Kootenay Rockies' Overall Net Promoter Score

Percentage of Visitors^{FU, 1}



Net Promoter Score (NPS) by Market

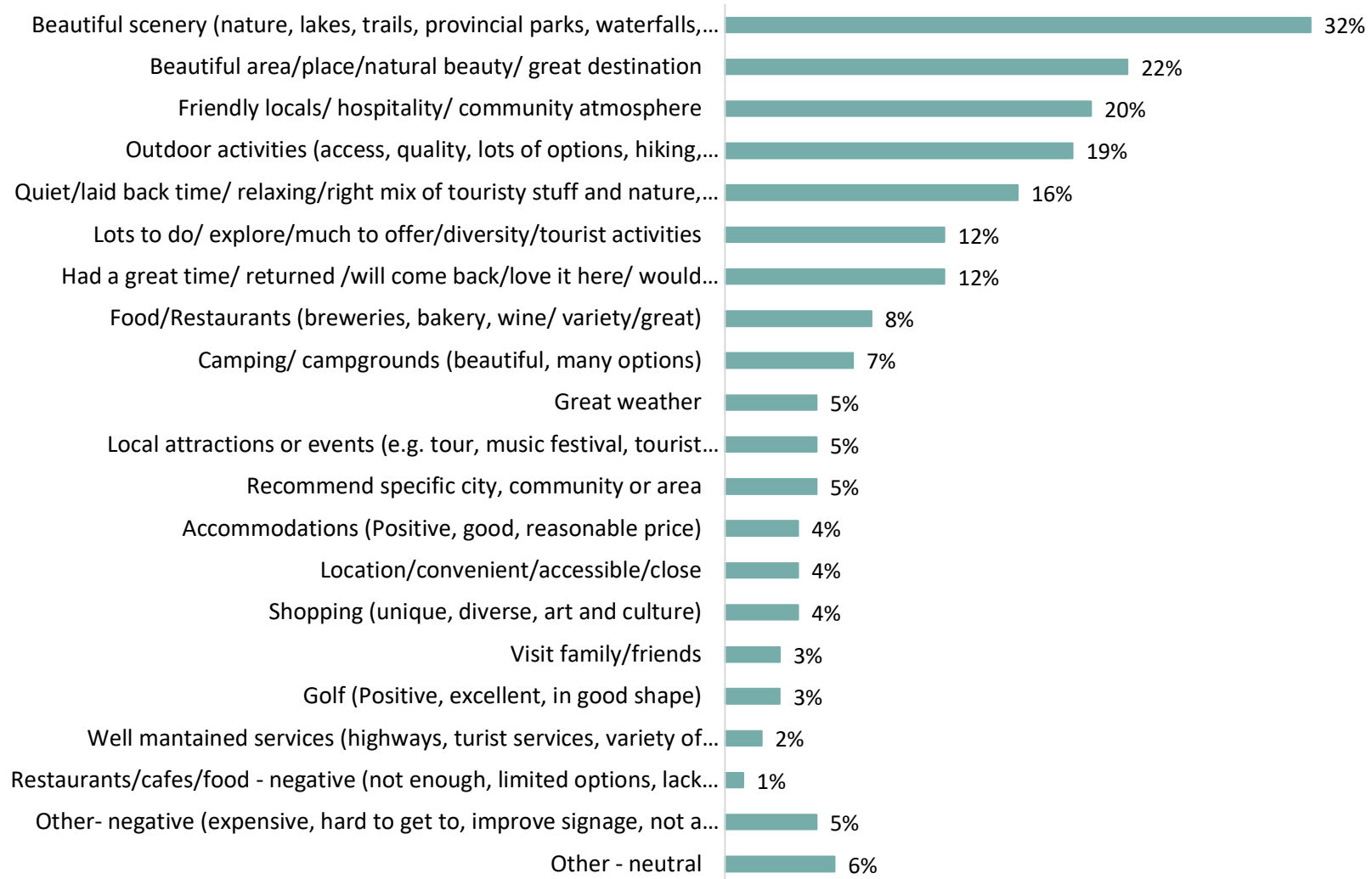
Percentage of Visitors^{FU, 1}



1. NPS was asked of all sources in the follow up including Cranbrook sample, n=190.

Reasons for NPS Rating¹

Percentage of Visitors^{FU}



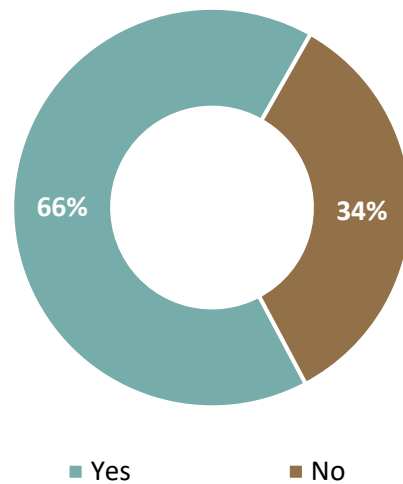
1. 166 visitors (from all sample sources including Cranbrook) provided 324 NPS follow up comments. These were coded into categories as noted in the graph. Each visitor could provide multiple comments therefore total adds to more than 100%.

3.8. Awareness of Kootenay Rockies Tourism Region

3.8.1. Awareness of Kootenay Rockies as a Tourism Region

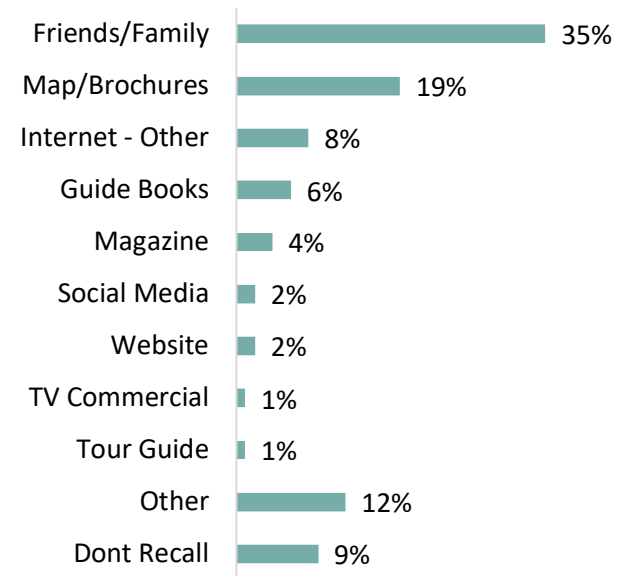
Awareness of Tourism Region

Percentage of Visitors^{FU}

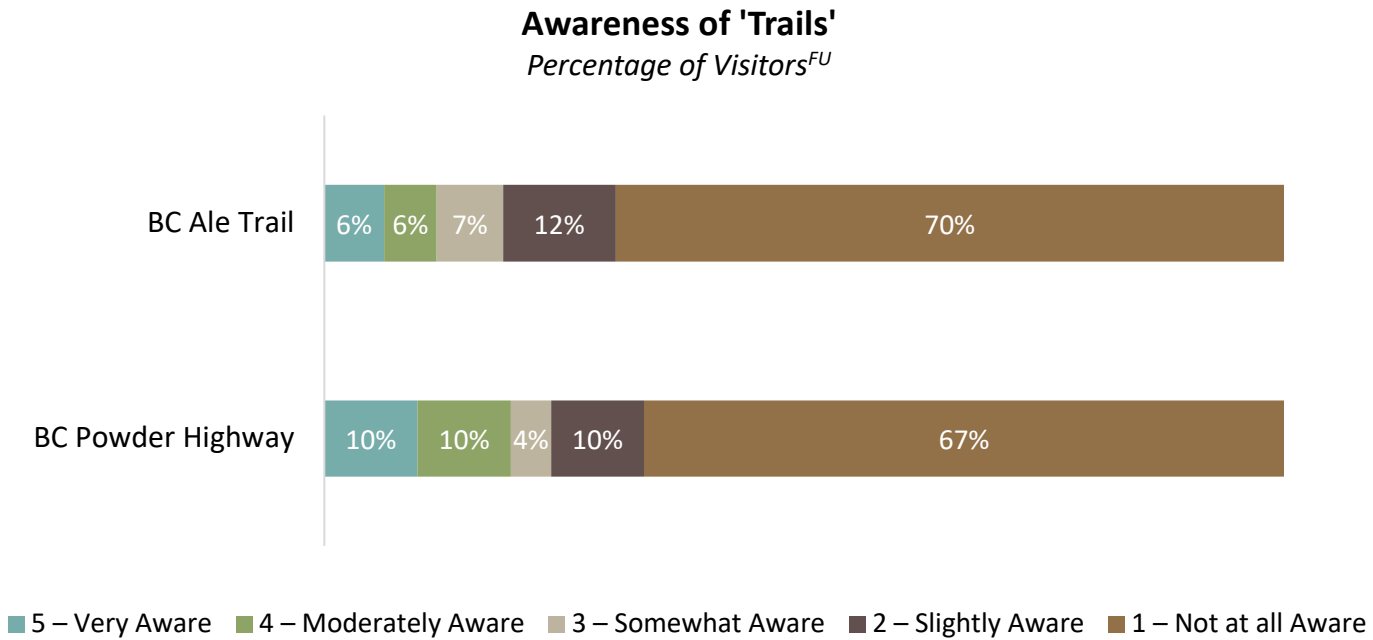


First Hear About Kootenay Rockies

Percentage of Visitors Who Are Aware of Tourism Region^{FU}



3.8.2. Awareness of BC Trail and BC Powder Highway

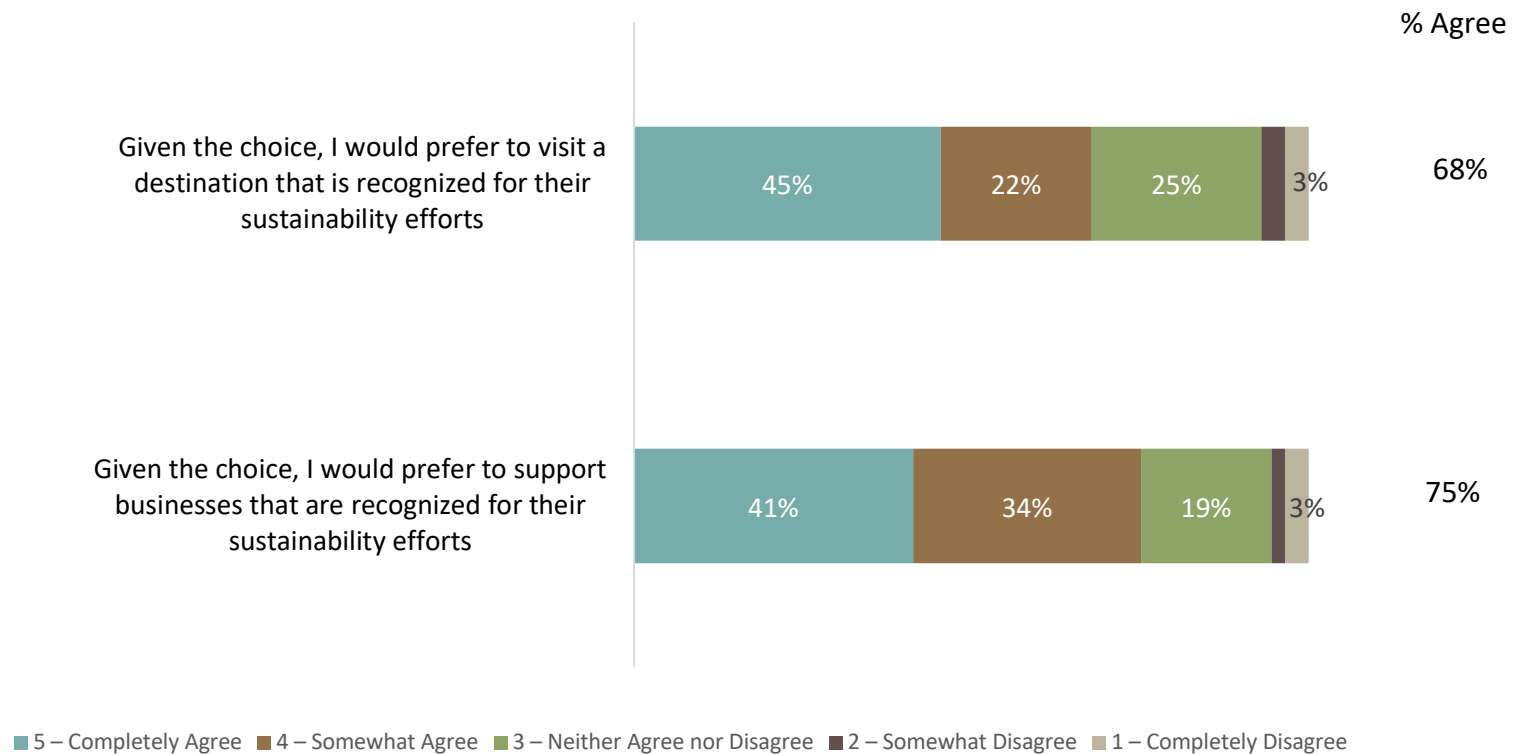


3.9. Sustainability in Tourism Experiences

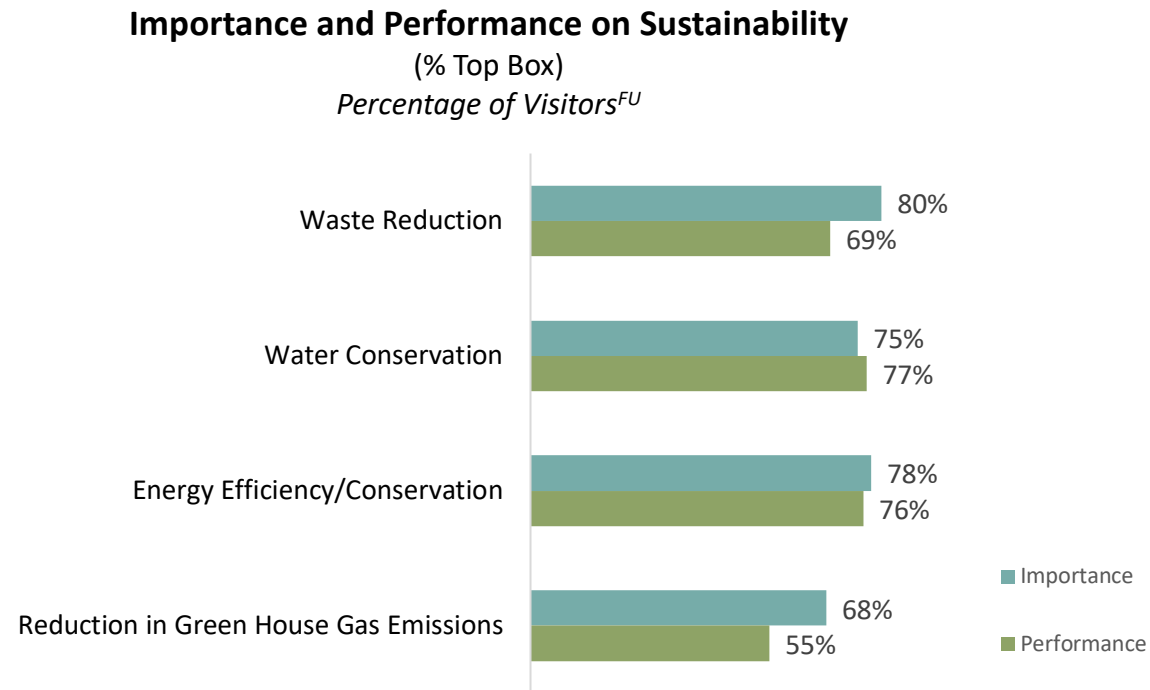
3.9.1. Impact of Sustainability on Tourism Choices

Impact of Sustainability on Tourism Choices

Percentage of Visitors^{FU}



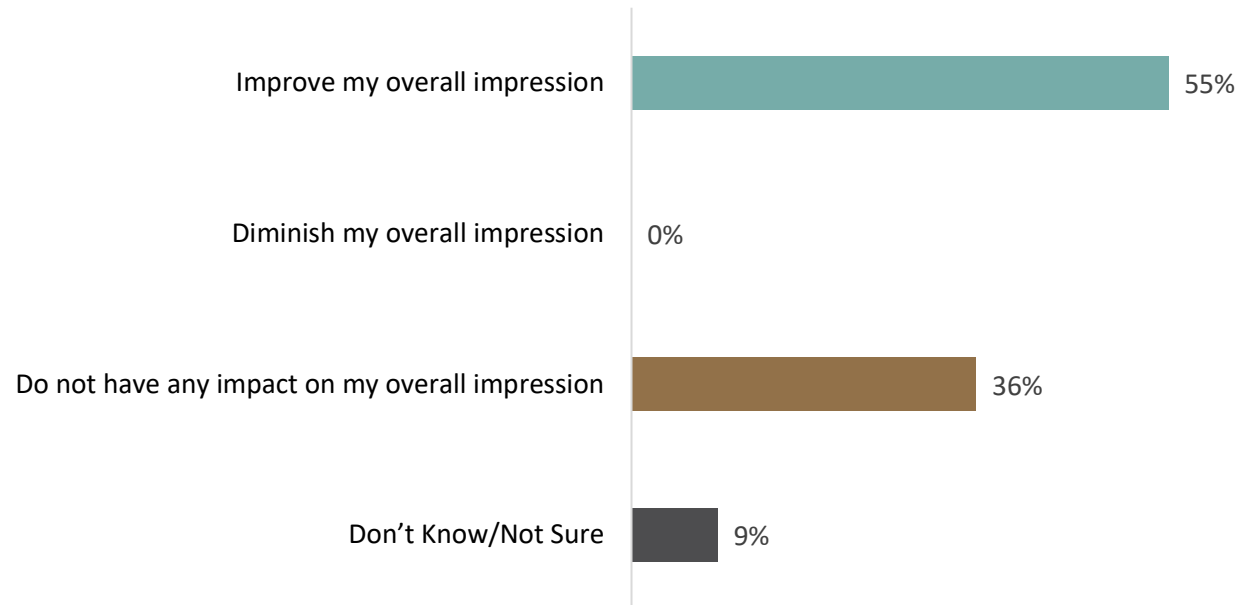
3.9.2. Importance and Performance of Environmental Efforts on Sustainability



3.9.3. Impact of Recognition for Sustainability

Impact of Recognition for Sustainability on KRT Impression

Percentage of Visitors^{FU}



4. CONCLUSIONS & RECOMMENDATIONS

4.1. Conclusions

The main conclusions from this Visitor Study are summarized below:

1. There are distinct differences between visitors to the East and West Kootenays particularly regarding their origin, primary destination and communities visited.
2. Overall, visitors are very satisfied with their experience in the region and will not only return for overnight leisure purposes in the next two years but will recommend the Kootenay Rockies as a destination.
3. Perceptions about regional transportation, accommodations and expense are key areas of concern.
4. The most common motivation for visiting the region is camping and visiting friends/relatives. That said, a variety of activities are also main motivations and should continue to be highlighted. In addition, visitors tend to partake in a range of activities once here with hiking being a key activity as it is done by nearly half of overnight visitors.
5. Visitors are flexible and open to travel modifications based on a positive experience as well as in-destination information. As such, visitor servicing remains integral to increasing length of stay and spend.
6. Sustainability appears to influence visitor choices therefore KRT's positioning with the Biosphere Certified Destination and Green Step Silver Certified Destination may prove to be a competitive advantage.

4.2. Recommendations

The recommendations from the insights are summarized below:

1. Build awareness of key activity-based products (i.e. BC Powder Highway, BC Ale Trail) through marketing and communications.
2. Focus destination development on pain points such as food and beverage and accommodations. As a region, a challenge is the variation between destinations within the region. For example, it appears that culinary tourism is emerging in some areas; however, restaurants are a shortcoming for others. Leveraging successes in some communities to apply key learnings in other communities may prove fruitful.
3. Continue with current brand position that builds off of beautiful scenery and outdoor activities. Featuring more niche activities (i.e. Mountain Biking, Golf) or offerings (i.e. breweries, dining) in targeted campaigns could resonate with potential visitors.
4. Encourage more peer-to-peer promotions through social media.
5. Develop a waste reduction initiative that can be used by all tourism operators across the region.
6. Expand communications regarding sustainability recognition and incorporate into consumer marketing. It is important that the destination deliver on sustainability while in destination, therefore continue to support businesses in expanding their sustainability efforts as well as monitoring visitors' perceptions and addressing areas for improvement.

In addition, the following are recommendations for future visitor research:

1. Conduct an additional visitor study with a more controlled approach. For example, limit the QR Code to one location and ensure that the same location also have traditional onsite interviewing conducted spanning the same time period and following a defined sample plan. This will allow, even with a lower number of completes, for a more direct comparison between the two approaches.
2. The lack of interview resources and the unpredictable nature of resources had a negative impact on the project in the Summer of 2022. As such, future in-person interviewing should be conducted by research-primary staff – i.e. they are hired for that role – or the project should consider professional interviewers.
3. Future studies should aim for a comprehensive regional coverage which should include, at minimum, the four main entry/exit destinations (Fernie/Sparwood, Golden, Revelstoke, Castlegar).
4. So as to not duplicate efforts, KRT may seek CDMO partnerships when a CDMO is conducting a visitor study. Through this partnership, key regional-specific questions that require regular updating should be asked. These include: market origin, satisfaction, NPS, spend and identification of any issues.

APPENDICES

Appendix A. Questionnaires

Appendix B. Other NPS Results

Appendix A. Questionnaires

A1. Onsite Survey

Interviewer: _____

S1. Date: _____

S2. Location:

1. **My name is {INTERVIEWER} and I'm conducting a survey on behalf of Kootenay Rockies Tourism. May I ask you some questions? IF NEEDED: The survey will take approximately 3-5 minutes.**
 - a. Yes
 - b. No – Local Resident | **CLARIFY LOCAL RESIDENT IS IMMEDIATE TOWN, RECORD GENDER, THANK & TERMINATE**
 - c. No – Other | **RECORD GENDER, THANK & TERMINATE**

2. **What is the primary purpose of this trip to/within the Kootenay Rockies region? Is it for... [READ]**
 - a. Leisure (IF NEEDED: Vacation)
 - b. Visiting friends and family
 - c. Business travel or attending a conference
 - d. Other (education, medical or other reasons) | **RECORD GENDER, THANK & TERMINATE.**

3. **ASK Q2=c, Did you spend any leisure time during this business trip in the Kootenay Rockies?**
 - a. Yes
 - b. No | **RECORD GENDER, THANK & TERMINATE.**
 - c. Don't Know/Refused | **RECORD GENDER, THANK & TERMINATE.**

4. **ASK IF Q2=a or b, Are you...? [HAVE MAP AVAILABLE FOR REFERENCE]**
 - a. A day visitor to/within the region and not staying overnight | **RECORD GENDER, THANK & TERMINATE.**
 - a. A resident of Kootenay Rockies away from your usual residence for at least one night

- b. A leisure visitor staying in the Kootenay Rockies for at least 1 night
- c. A seasonal visitor staying for 30 days or more (including vacation property/secondary residence owners)
- d. A Business traveler

5. Have you or anyone in your travel party already completed a survey by Kootenay Rockies Tourism on this trip, either in person or online?

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

- a. Yes | **RECORD GENDER, THANK & TERMINATE.**
- b. No

6. Where do you live?

IF NEEDED: *Defined as your usual place of residence...*

- a. BC
- b. Alberta
- c. Other Canada
- d. USA
- e. Overseas

7. IF Q6=BC OR AB, What area or community would that be?

- a. BC – East Kootenays (i.e. Cranbrook, Fernie, Golden, Invermere, Kimberley, Revelstoke)
- b. BC – West Kootenays (i.e. Castlegar, Nakusp, Nelson, Trail)
- c. BC – Thompson Okanagan (i.e. Kamloops, Kelowna, Osoyoos, Penticton, Vernon)
- d. BC – Lower Mainland (i.e. Vancouver, North Vancouver, West Vancouver, Burnaby, Richmond, Surrey, Coquitlam, Abbotsford, Chilliwack)
- e. BC - Other, please specify: _____
- f. AB – Calgary
- g. AB – Edmonton
- h. AB - Bow Valley
- i. AB - Fort McMurray
- j. AB - Lethbridge

- k. AB - Red Deer
- l. AB – Other, please specify: _____
- m. PREFER NOT TO ANSWER

8. IF Q6=Other Canada, What province do you live in?

- a. Ontario
- b. Quebec
- c. Manitoba
- d. Saskatchewan
- e. Nova Scotia
- f. New Brunswick
- g. Newfoundland
- h. PEI
- i. Yukon
- j. NWT
- k. Nunavut
- l. PREFER NOT TO ANSWER

9. IF Q6 = USA, What State do you live in?

- a. USA – Arizona
- b. USA – California
- c. USA – Colorado
- d. USA – Florida
- e. USA - Idaho
- f. USA – Illinois
- g. USA – Michigan
- h. USA - Montana
- i. USA - New York
- j. USA – Oregon
- k. USA – Texas

l. USA – Washington

m. USA - Other: Write In: _____ *

n. PREFER NOT TO ANSWER

10. ASK IF Q6=BC, AB or Other Canada, What is your postal code? *Please note, providing a full postal code helps us better understand our visitors.*

[i.e. V5N0M2, alpha-numeric, no spaces]

a. PREFER NOT TO ANSWER

11. ASK IF Q6=USA, What is your zip code? *Please note, providing a 5-digit zip code helps us better understand our visitors.*

[i.e. 90210, 5-digit numeric zip code]

a. PREFER NOT TO ANSWER

12. 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]

b. Don't know

13. How many nights are you away from home on this trip?

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

Nights _____ [RECORDE NUMBER, VALID = 1 THRU 364]

a. Don't know

14. And how many of those nights are you in Kootenay Rockies region? [There will be a reference map that the in-person intercept will hold]

Fill in the number of nights, the answer should be a numeric value. The value should be less than or equal to answer in Q13.

a. Nights: _____ [RECORD NUMBER, NUMBER <= Q13]

b. Unsure

c. PREFER NOT TO ANSWER

15. How many nights, if any, are you staying in [Fernie or Radium]?

- a. Nights: _____
- b. Only here for the day
- c. PREFER NOT TO ANSWER

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

- a. Your primary destination is [Fernie or Radium]
- b. Your primary destination is another community in the Kootenay Rockies
- c. You are on route to/from a primary destination outside the Kootenay Rockies
- d. You are on a touring trip where you are travelling to multiple places without a primary destination.

17. ASK IF Q4~a (Day Visitor to region), Which of the following best describes your primary (most often used) type of accommodation on this trip while in the Kootenay Rockies? Please select one response.

- a. Luxury Hotel / Resort / Retreat
- b. Guest Ranch/Wildlife Lodge
- c. Hotel
- d. Motel
- e. B&B / Guest House
- f. Vacation Rental / Airbnb / VRBO / Other 'Sharing Economy' Accommodation
- g. Campground / RV Park
- h. Friends and/or Family
- i. Second residence in Kootenay Rockies
- j. Hostel
- k. Other, please specify: _____

18. How did you get to Kootenay Rockies region on this trip? If you already live in the Kootenay Rockies, please select how you got to your first destination within the region.

- a. Private Vehicle (incl. car, truck, motorcycle, etc)
- b. Rental Vehicle (incl. car, truck, motorcycle, etc)
- c. Bus
- d. Airplane

e. Other (please specify: _____)

19. 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 [Ferne or Radium] as a travel destination or a place to visit to friends, family or colleagues?

0 – Not at all likely

1

2

3

4

5

6

7

8

9

10 – Extremely likely

99 – Prefer not to answer

Lastly, just a few questions for statistical purposes...

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

Choose one response.

a. 18-24

b. 25-34

c. 35-44

d. 45-54

e. 55-64

f. 65 years or older

g. Prefer not to answer

21. 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

22. Thank you for your time today - your participation is greatly appreciated. As a follow-up to this interview, we would like to contact you in a few weeks to ask a bit more about your trip after you return home. This would involve being contacted via email and completing a short online survey. All personal contact information will be kept completely confidential. Your email will NOT be shared and will only used for this one study. By completing the follow up questionnaire, you will be eligible for a draw to win one of three pre-paid gift cards valued at \$250 each [IF NEEDED: they are pre-paid Visa Gift Cards in Canadian dollars and accepted worldwide]. Would you be willing to participate?

- 1. Yes
- 2. No - go to THANKS & CLOSE

23. What email should we use for that purpose?

_____@_____._____

That concludes our interview. Thank you again for taking the time to speak with me today. Have a wonderful day and enjoy your time in the Kootenay Rockies

A2. Follow Up Survey

FOLLOW UP SURVEY:

As noted, this survey focuses on your recent to to/within/through the Kootenay Rockies. Before getting started, we wanted to remind you that the Kootenay Rockies is a tourism region in British Columbia. It is located between Revelstoke and Castlegar (to the west), the Alberta border (to the east), Golden to the north and the US border to the south. The region includes the southern Hwy 3 corridor, the northern Hwy 1 corridor, Columbia Valley, and West Kootenay. Main town centres include: Revelstoke, Golden, Invermere, Kimberley, Cranbrook, Fernie, Sparwood, Creston, Castlegar, Trail, Rossland, Nelson, Nakusp, Kaslo.

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



About your Trip...

If you have travelled within the Kootenay Rockies tourism region more than once this year, [IF INTERCEPT-RECRUIT, ' please think about the trip during which you were asked to participate in this survey, while in the region' OR IF QR CODE SCAN, ' 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 the Kootenay Rockies tourism region for [insert # of nights from INTERCEPT]. Is that how long you stayed in the region?

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 the region?

- _____ [NUMERIC, VALID = 1-100]
1. Don't know/don't recall
 2. Prefer not to answer

Q3. Which cities/communities or areas in the Kootenay Rockies did you visit (stop for tourism purposes) in while on this trip? Please select all that apply.

[INSERT MAP AS REFERENCE]

West Kootenays

1. Castlegar
2. Nelson
3. New Denver
4. Nakusp
5. Revelstoke
6. Rossland
7. Salmo
8. Trail
9. Other area(s) of the West Kootenays

East Kootenays

10. Creston
11. Cranbrook
12. Fairmont Hot Springs
13. Fernie
14. Fort Steele

15. Golden
16. Invermere
17. Kimberley
18. Radium Hot Springs
19. Sparwood
20. Other area(s) of the East Kootenays

Q4. ASK IF MORE THAN 1 CITY SELECTED IN Q3.DEST, SHOW ONLY DESTINATIONS SELECTED IN Q3] *Of the cities/communities or areas you visited on your trip in the Kootenay Rockies region, which one was the primary destination within the region? Your primary destination is the place you stayed the longest or the place that immediately comes to mind as your destination when describing your trip? Please select one response.*

- a. *We had no specific destination – we were touring around [ANCHOR]*
- b. *[SHOW ALL SELECTED]*

Q5. [SHOW IF INDICATED PRIMARY DESTINATION WAS OUTSIDE REGION IN INTERCEPT] You noted in the first survey that your primary destination was outside the Kootenay Rockies region. Where was your primary destination?

1. Vancouver, Coast & Mountains (e.g. Vancouver, Richmond, Whistler, Sunshine Coast, Fraser Valley)
2. Vancouver Island, other than Victoria, Tofino/Ucluelet or the Gulf Islands (e.g. Victoria, Tofino / Ucluelet, Gulf Islands, Nanaimo, Port Hardy)
3. Thompson Okanagan (e.g. Kamloops, Kelowna, Penticton, Shuswap, Merritt, Valemount, Oliver, Osoyoos)
4. Cariboo Chilcotin Coast (e.g. Williams Lake, Barkerville, 100 Mile House, Bella Coola)
5. Northern BC (e.g. Prince George, Smithers, Terrace, Peace/Alaska Hwy, Dawson Creek)
6. Alberta
7. Another location in Canada (other than British Columbia or Alberta)
8. USA
9. Other (Please specify: _____)
10. Don't know/don't recall
11. Prefer not to answer

Q6. What is the main reason for your trip/stop in the Kootenay Rockies tourism region? Choose one. Main reason is what motivated your trip or what you will spend the most time doing while in Kootenay Rockies.*

- a. Play Golf
- b. Mountain Biking
- c. Cycling/Road Biking
- d. Camping
- e. Hiking

- f. Fishing
- g. ATVing
- h. Visiting Hotsprings
- i. Visiting National Parks(s)
- j. Visiting Provincial Park(s)
- k. Attending a Concert / Festival
- l. Attending a Private Event (e.g. Wedding)
- m. Participating in a Sporting Event (e.g. softball tournament, triathlon)
- n. Visiting an attraction (e.g. Pipe Mountain Coaster)
- o. Visiting a particular town/city
- p. Visiting Friends and Relatives
- q. Sightseeing/Nature/Wildlife
- r. Motorcycle Touring
- s. Break from Driving/Convenient Place to Stop
- t. Business/Corporate Meeting or Event
- u. River activities (rafting, paddling, SUP, etc)
- v. Lake activities (boating, swimming, etc)
- w. General road trip
- x. Other – please specify:_____

Q7. Prior to leaving home, what activities did you/your travel party plan on participating in within the Kootenay Rockies tourism region?

Please select all the apply.

- a. Mountain Biking
- b. Road Biking
- c. Camping
- d. Fishing
- e. Hiking
- f. Golfing
- g. Indigenous (First Nations) experiences
- h. Visiting Hot Springs
- i. Visiting National parks
- j. Visiting Provincial parks
- k. Breweries
- l. Distilleries
- m. Wineries
- n. Cideries / Meadery
- o. Boating
- p. Swimming
- q. Kayaking / Canoeing / Paddle Boarding
- r. Whitewater Rafting
- s. Horseback Riding

- t. Aerial Tours
- u. Farmers Markets
- v. Sampling local cuisine / culinary experiences
- w. Wildlife viewing
- x. Visiting friends / relatives
- y. Museums / Art Galleries
- z. Concerts
- aa. Plays/Musicals
- bb. Festivals, Fairs or Events
- cc. Watching live sports
- dd. City / town sightseeing
- ee. Nightlife and casinos
- ff. Playing sports
- gg. Shopping
- hh. Spa
- ii. Other, please specify: _____ [ANCHOR ABOVE NONE OF THE ABOVE]
- jj. None of the above [EXCLUSIVE – ANCHOR]

Q8. And what activities did you/or your travel party actually participate in within the Kootenay Rockies tourism region? Please select all that apply.

- | | |
|---|--|
| <ul style="list-style-type: none">a. Mountain Bikingb. Road Bikingc. Campingd. Fishinge. Hikingf. Golfingg. Indigenous (First Nations) experiencesh. Visiting Hot Springsi. Visiting National parksj. Visiting Provincial parksk. Breweriesl. Distilleriesm. Wineriesn. Cideries / Meaderyo. Boatingp. Swimmingq. Kayaking / Canoeing / Paddle Boardingr. Whitewater Raftings. Horseback Riding | <ul style="list-style-type: none">t. Aerial Toursu. Farmers Marketsv. Sampling local cuisine / culinary experiencesw. Wildlife viewingx. Visiting friends / relativesy. Museums / Art Galleriesz. Concertsaa. Plays/Musicalsbb. Festivals, Fairs or Eventscc. Watching live sportsdd. City / town sightseeingee. Nightlife and casinosff. Playing sportsgg. Shoppinghh. Spaii. Other, please specify: _____ [ANCHOR ABOVE NONE OF THE ABOVE]jj. None of the above [EXCLUSIVE – ANCHOR] |
|---|--|

Q9. Based on your experience and/or information you received while in the region on this trip, did you do any of the following? Please select all that apply.

- a. Stayed longer in Kootenay Rockies than I originally anticipated
- b. Visited towns/areas in the Kootenay Rockies that I didn't already plan on visiting
- c. Spent more money than planned while in the Kootenay Rockies
- d. NONE OF THE ABOVE

Q10. Have you visited the Kootenay Rockies region before this trip? Please select one response.

- 1. Yes
- 2. No
- 3. Don't Know

Q11. ASK IF Q10=YES, Before this trip, how many times have you visited Kootenay Rockies region in the past two years where you stayed at least one night in the region for leisure purposes?

_____ [RECORD NUMERIC, VALID = 1-100]

- a. None – haven't stayed overnight before
- b. Don't Know

Q12. ASK IF Q10=YES, **What seasons have you visited the Kootenay Rockies for leisure purposes?** Please select all that apply.

- a. Winter
- b. Spring
- c. Summer
- d. Fall
- e. Don't Recall

Q13. **The Kootenay Rockies is one of six defined tourism regions within the Province of British Columbia. Prior to this survey, were you aware of the Kootenay Rockies tourism region?** *Please select one response.*

- a. Yes
- b. No

Q14. ASK IF Q13=YES, **How did you first hear about the Kootenay Rockies tourism region?** *Please select one response.*

- a. TV Commercial
- b. Social Media
- c. Website
- d. Internet Other
- e. Magazine
- f. Friends/Family
- g. Road Signs
- h. Tour Guide
- i. Map/Brochures
- j. Guide Books
- k. Other _____
- l. DON'T RECALL

Q15. Please rate your awareness of the following:

	1 – not at all aware	2 – Slightly Aware	3 – Somewhat Aware	4 – Moderately Aware	5 – Very Aware	98. Not applicable	99. Prefer not to answer
a. BC Ale Trail	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
b. BC Powder Highway	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Q16. Did you share any of your experiences from the Kootenay Rockies on social media?

- ☐ Yes, and tagged #KOOTROCKS
- ☐ Yes, but did not use #KOOTROCKS
- ☐ No
- ☐ Don't Know/Recall
- ☐ Prefer not to answer

Q17. Overall, how satisfied are you with your trip to/in Kootenay Rockies region?

- ☐ 1 – Very dissatisfied
- ☐ 2 – Somewhat dissatisfied
- ☐ 3 – Neither satisfied nor dissatisfied
- ☐ 4 – Somewhat satisfied
- ☐ 5 – Very satisfied
- ☐ Prefer not to answer [EXCLUSIVE]

Q18. How satisfied are you with each of the following aspects of your trip while in the Kootenay Rockies region?

Please select one response per row.

	1 – Very dissatisfied	2 – Somewhat dissatisfied	3 – Neither Satisfied Nor Dissatisfied	4 – Somewhat satisfied	5 – Very satisfied	98. Not applicable	99. Prefer not to answer
a. Accommodations	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

b. Attractions	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
c. Outdoor Activities	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
d. Shopping	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
e. Restaurants	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
f. Transportation	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
g. Quality of visitor information services	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
h. Frontline staff	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
i. Overall atmosphere	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
j. Value for money	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Q19. What were the highlights of your trip while in the Kootenay Rockies region?

Please list up to three highlights.

1. _____

2. _____

3. _____

98. No highlights

99. Prefer not to answer

Q20. What shortcomings, if any, did Kootenay Rockies have as a travel destination?

Please list up to three shortcomings.

1. _____

2. _____

3. _____

98. No shortcomings

99. 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 the Kootenay Rockies region as a travel destination or a place to visit to friends, family or colleagues?

- ☐ 0 – Not at all likely
- ☐ 1
- ☐ 2
- ☐ 3
- ☐ 4
- ☐ 5
- ☐ 6
- ☐ 7
- ☐ 8
- ☐ 9
- ☐ 10 – Extremely likely
- ☐ 99 – Prefer not to answer

Q22. What about your trip to the Kootenay Rockies led to your {{ Q21 }} out of 10 (Extremely Likely) response?

Q23. How likely are to take an overnight leisure trip in/to Kootenay Rockies tourism region in the next two years? Please select one response.

- ☐ 0 – Not at all likely
- ☐ 1
- ☐ 2
- ☐ 3
- ☐ 4

- ☐ 5
- ☐ 6
- ☐ 7
- ☐ 8
- ☐ 9
- ☐ 10 – Extremely likely
- ☐ 99 – Prefer not to answer

Q24. Thinking about accommodation, food, activities, shopping and transportation, approximately how much do did your travel party spending on this trip, while in Kootenay Rockies region?

*Fill in the dollar value for the whole travel party. Please **exclude** transportation to/from Kootenay Rockies region.*

_____ [DOLLAR NUMERIC]

1. Don't know
2. Prefer not to answer

Your Trip To Radium [ASK IF RADIUM SELECTED IN Q3]

We have a few questions about your time in Radium.

Radium1. How many nights, if any, did you stay in Radium on that trip?

- a. Nights: _____
- b. Only a day visit
- c. PREFER NOT TO ANSWER

Radium2. What was your primary reason for visiting/spending time in Radium?

- a. Attending a Private Event (e.g. Wedding)
- b. Participate in Outdoor Recreation (i.e. fishing, biking, golf, hiking, birding)
- c. Visiting Hotsprings
- d. Visiting National Parks(s)
- e. Visiting Provincial Park(s)

- f. Sightseeing/Nature/Wildlife
- g. Other General Vacation
- h. Visiting Friends and Relatives
- i. Break from Driving/Convenient Place to Stop
- j. Business/Corporate Meeting or Event
- k. Other – please specify: _____
- l. PREFER NOT TO ANSWER

Radium3. What would you say were the main highlights of Radium? *Please provide up to three.*

- 1. _____
- 2. _____
- 3. _____

Radium4. Overall, how satisfied are you with your time in Radium?

- ☐ 1 – Very dissatisfied
- ☐ 2 – Somewhat dissatisfied
- ☐ 3 – Neither satisfied nor dissatisfied
- ☐ 4 – Somewhat satisfied
- ☐ 5 – Very satisfied
- ☐ Prefer not to answer [EXCLUSIVE]

Radium5. 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 Radium as a travel destination or a place to visit to friends, family or colleagues?

- ☐ 0 – Not at all likely
- ☐ 1
- ☐ 2
- ☐ 3
- ☐ 4
- ☐ 5
- ☐ 6
- ☐ 7
- ☐ 8

- 9
- 10 – Extremely likely
- 99 – Prefer not to answer

Radium6. Thinking about accommodation, food, activities, shopping and transportation, approximately how much do did your travel party spending on this trip, while in Radium? Fill in the dollar value for the whole travel party. Please do NOT include transportation to/from Radium. Please include all purchases, taxes and tips while in Radium. If you pre-paid any items prior to leaving on your trip (e.g. accommodation, tours, etc.), please include these in your estimate. An estimate is fine.

- Canadian Dollars: \$: _____
- Don't Know
- Prefer Not to Answer

Your Trip To Fernie [ASK IF FERNIE SELECTED IN Q3]

We have a few questions about your time in Fernie.

Fernie1. How many nights, if any, did you stay in Fernie on that trip?

- d. Nights: _____
- e. Only a day visit
- f. PREFER NOT TO ANSWER

Fernie2. What was your primary reason for visiting Fernie?

- a. Road Trip/Passing through & stopped (had no prior specific plan to visit)
- b. Been here before and love it
- c. Word-of-Mouth/Heard great things about Fernie
- d. Mountains/Scenery/Wildlife/to get away from the city
- e. Downtown/History/Arts/Culture
- f. Atmosphere/People
- g. Lots of Things to Do
- h. Biking
- i. Fishing

- j. Golf
- k. Hiking
- l. Rafting or other water/river sport
- m. Camping
- n. Event/Festival/Workshop (please specify below)
- o. Business/Corporate/Work-related
- p. Visiting Family/Friends
- q. Own 2nd Property Here
- r. Attending a Wedding
- s. Other – please specify: _____
- t. PREFER NOT TO ANSWER

Your Trip to Cranbrook [ASK IF CRANBROOK SELECTED IN Q3]

We have a few questions specifically about your time in Cranbrook.

Cranbrook1. How many nights, if any, did you stay in Cranbrook on that trip?

- a. Nights: _____
- b. Only a day visit
- c. PREFER NOT TO ANSWER

Cranbrook2. What was your primary reason for visiting Cranbrook? Choose one. Primary reason is what motivated your trip or what you will spend the most time doing while in Cranbrook.

- a. Golf
- b. Mountain Biking
- c. Road Biking
- d. Recreational Biking (e.g. trail biking)
- e. Camping
- f. Hiking
- g. Fishing
- h. ATVing/Dirt biking
- i. Water-Based Activities (e.g. canoeing, boating)
- j. Visiting National or Provincial Park(s)

- k. Attending a Concert / Festival
- l. Attending a Play/Musical
- m. Attending a Private Event (e.g. Wedding)
- n. Participating in a Sporting Event (e.g. softball tournament, triathlon)
- o. Visit St. Eugene Mission
- p. Visit Fort Steele
- q. Visiting Friends and Relatives
- r. Sightseeing/Nature/Wildlife
- s. Other General Vacation
- t. Break from Driving/Convenient Place to Stop
- u. Business/Corporate Meeting or Event
- v. Other Reason (please specify:_____)

Cranbrook3. Overall, how satisfied are you with your trip while in Cranbrook?

- ☐ 1 – Very dissatisfied
- ☐ 2 – Somewhat satisfied
- ☐ 3 – Neither satisfied nor dissatisfied
- ☐ 4 – Somewhat satisfied
- ☐ 5 – Very satisfied
- ☐ Prefer not to answer [EXCLUSIVE]

Cranbrook4. Are there other any new or expanded products, services or experiences that would have enhanced your visit to Cranbrook?

*Please select one response.**

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

Cranbrook5. 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 Cranbrook as a travel destination or a place to visit to friends, family or colleagues?

- ☐ 0 – Not at all likely
- ☐ 1
- ☐ 2
- ☐ 3
- ☐ 4
- ☐ 5
- ☐ 6
- ☐ 7
- ☐ 8
- ☐ 9
- ☐ 10 – Extremely likely
- ☐ 99 – Prefer not to answer

Cranbrook6. In Canadian dollars, what were your travel party's total expenditures while in Cranbrook?

Please include all purchases, taxes and tips while in Cranbrook. Include car rentals only if rented in Cranbrook. Exclude any flights to/from Cranbrook. If you pre-paid any items prior to leaving on your trip (e.g. accommodation, tours, etc.), please include these in your estimate. An estimate is fine.

- ☐ Canadian Dollars: \$: _____
- ☐ Don't Know
- ☐ Prefer Not to Answer

Sustainability Section: This section asks a few questions about the role sustainability plays in your tourism experience and choices.

Q25. Please rate your level of agreement to the following statements:

	1 – Completely Disagree	2 – Somewhat Disagree	3 – Neither Agree nor Disagree	4 – Somewhat Agree	5 – Completely Agree	99. Prefer not to answer

a. Given the choice, I would prefer to visit a destination that is recognized for their sustainability efforts.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
b. Given the choice, I would prefer to support businesses that are recognized for their sustainability efforts.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Q26. How important are each of the following environmental efforts to you when in a travel destination? *ALTERNATIVE OPTION: What impact do each of the following have on your perception of a destination.*

	1 – Not Important at All	2	3	4	5 – Very Important	98. Don't Know	99. Prefer not to answer
a. Waste Reduction (i.e. limited single-use products, more sustainable single-use options, recycling, composting)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
b. Water Conservation (i.e. limited housekeeping at hotels, drought-resistant landscaping, low flow fixtures or aerators, low flow appliances, low flow irrigation)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
c. Energy Efficiency/Conservation (i.e. LED lighting, use of renewable energy sources)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
d. Reduction in Green House Gas Emissions (i.e. purchasing verified	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

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)							
---	--	--	--	--	--	--	--

Q27. Based on your experience while on your trip, how would you rate the performance of the Kootenay Rockies tourism region?

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

group shuttles or ride share programs, public transportation, other active transport methods, producing renewable energy/fuel on-site)							
--	--	--	--	--	--	--	--

Q28. The Kootenay Rockies has been recognized for sustainability efforts by several reputable third-party independent certifications. Kootenay Rockies Tourism Association was officially certified as a Biosphere Certified Destination in March 2022 which is in addition to being designated a Tourism Silver Certified Destination by GreenStep Sustainable Tourism. Do these certifications improve, diminish, or have no impact on your overall impression of the Kootenay Rockies?

1. Improve my overall impression
2. Diminish my overall impression
3. Does not have any impact on my overall impression
4. Don't Know/Not Sure
5. Prefer Not to Answer

And finally, just a few questions for statistical purposes...

Q29. What is the highest level of education you have completed? Please select one response.

- a. Less than high school
- b. High school
- c. Some technical college or university
- d. College or technical diploma
- e. Undergraduate degree
- f. Graduate degree
- g. Other, please specify: _____
- h. Prefer not to say

Q30. Before taxes, what is your approximate annual household income in Canadian dollars? Please select one response.

- a. \$49,999 or less per year

- b. \$50,000 - \$74,999
- c. \$75,000 - \$99,999
- d. \$100,000 - \$149,999
- e. \$150,000 - \$199,999
- f. \$200,000 - \$249,999
- g. \$250,000 or more
- h. Prefer not to say

Q31. Would you like to receive a monthly e-newsletter from Kootenay Rockies with information about news and events in Kootenay Rockies?

Your personal information is for use by Kootenay Rockies only and will not be shared with any other organizations. You are able to unsubscribe to the email e-newsletter at any point.

☐ Yes - what email should we use for that purpose? Write In: _____[prepopulate with email we have]

☐ No

Thank you for your time. Your feedback is helpful and appreciated.

Q32. You are eligible to be entered into a draw for one of three gift card valued at \$250 (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!

Appendix B. Other NPS Results

Other published NPSs for tourism destinations include:

- British Columbia's NPS was 59.5 in 2017.⁴ 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 35.⁵
- New Zealand's Visitor Experience Monitor tracked the NPS for international visitors in 2018. Overall New Zealand has an NPS of 86. In 2018, New Zealand's NPS by market were: United States (NPS = 86), the UK (NPS = 88), Australia (NPS = 80), Germany (NPS = 70), China (NPS = 69) and Japan (NPS = 60).⁶
- 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 2017.⁷
- Destination Greater Victoria conducted a year-round Visitor Study in 2018/19 which measured the annual NPS as 78 while the summer NPS was 74.⁸
- 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)⁹
- Tourism Nanaimo has measured Nanaimo's NPS in peak season of 2017, 2016 and 2015. 2017 NPS = 16, 2016 NPS = 30, 2016 NPS = 41.¹⁰

⁴ Measured short-haul markets only. https://www.destinationbc.ca/content/uploads/2018/11/2017-18-DBC-ASPR_FINAL.pdf

⁵ Destination Canada 2018. Global Tourism Watch Reports. <https://www.destinationcanada.com/en/global-tourism-watch>

⁶ Tourism New Zealand Insight Team. 2018. Visitor Experience Monitor 2017 Infographic. <https://www.tourismnewzealand.com/media/3423/visitor-experience-infographic-april-2018.pdf>

⁷ Tourism Golden, retrieved from: <https://www.tourismgolden.com/sites/default/files/2019-Golden%20Summer%20Visitors%202019%20FINAL.pdf>

⁸ Destination Greater Victoria, retrieved from: https://www.tourismvictoria.com/sites/default/files/dgv_2019_visitor_survey_report_final.pdf

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

¹⁰ The Sociable Scientists for Tourism Nanaimo. 2016. <https://www.tourismnanaimo.com/wp-content/uploads/2017/06/VES15-Nanaimo-Profile-FINAL-Nov22.pdf>

- Steamboat Springs, Colorado¹¹ has measured NPS since 2010 (2010 NPS = 75, 2014 NPS = 67).
- Bend, Oregon measured NPS over a five year period.¹² 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).¹³

Past research has shown that NPS in the tourism industry can vary by¹⁴:

- 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).

¹¹ 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

¹² 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>

¹³ Ritson, Mark (2006). Net Promoter Scores Australia 2006. Melbourne Business School.

¹⁴ 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.