



2025 Stakeholder Satisfaction Survey — Results Summary

Preamble

Kootenay Rockies Tourism (KRT) serves as the Regional Destination Management Organization for the Kootenay Rockies region. As a registered non-profit society, the association is guided by a volunteer policy board composed of eight directors. Since its establishment in 1978, it has proudly represented over 850 tourism businesses and operators throughout the region. The organization's core mission is to diligently foster the sustainable growth of the local tourism sector. This is achieved by delivering destination development and stewardship initiatives, as well as marketing programs on behalf of Destination British Columbia. Additionally, KRT leads various efforts that contribute to making the Kootenay Rockies a desirable place to live, visit, and invest in.

From October 1st to 16th, 2025, partners and stakeholders were invited to share their perspective through a survey. The goal of this survey was to gain insights into stakeholder familiarity and satisfaction regarding Kootenay Rockies Tourism, to learn about their business priorities and hear their thoughts on potential opportunities for tourism within the Kootenay Rockies region. The last stakeholder survey had been conducted in spring 2024.

Although all responses remain confidential and results are presented in aggregate form, everyone who completed the survey were invited to share their contact details to be entered for a chance to win one of three \$100 Visa gift cards.

The survey was shared in a digital format with the entire corporate mailing list which includes 1,180 contacts through three invitation emails. The opening rate for the survey invitation emails was 40% on average. A total of 38 full responses were received, which is much less than the 2024 survey where almost two times more responses were received.



Survey Results

Business categories & location

The majority of respondents represented attraction, sightseeing and other primary tourism activities (37%), accommodation properties (32%), Tourism Associations - DMO's, Visitor Centres (18%) and restaurants, F&B and retail (16%).

Respondents represented businesses evenly spread across the region and representing all areas and communities.

About Kootenay Rockies Tourism

Survey respondents scored their level of familiarity with Kootenay Rockies Tourism at 73% on average.

Kootenay Rockies Tourism is funded by and delivers programs on behalf of Destination BC in the Kootenay Rockies Region. Among the DBC programs delivered by KRT, those that ranked the highest in terms of satisfaction include Industry Training & Business development, with a weighted average of 4.13, Destination Development & Stewardship (4.0), followed by Invest in Iconics (3.97), Travel Media (3.93), Digital & Social (3.86) and Travel Trade (3.79).

Kootenay Rockies Tourism also delivers other programs and opportunities to support the development of the region as a prime travel destination with vibrant economic vitality. Among the regional programs, those that ranked the highest in satisfaction were the Kootenay Rockies Online Image Bank with a weighted average of 4.16, Advocacy on the Value of Tourism (4.11) followed by Research & Insights reports (4.09) and Consumer map-brochure (Road Trips / Winter Experiences Map) (4.08).

Kootenay Rockies Tourism Websites, Newsletters & Social Media

Survey respondents indicated a high level of satisfaction with the KRT websites overall, though respondents seemed less familiar with powderhighway.com. Around 60 to 65% of respondents indicated being satisfied to very satisfied with all 3 sites. Feedback received suggested that the regional consumer websites remained inspirational rather than providing in-depth listings and reiterated the need to constantly refresh the visuals and content.

Kootenay Rockies Tourism publishes three industry newsletters per month: Industry News, Sustainability News, and Research Update. Additionally, one consumer newsletter is distributed monthly, featuring trip ideas and travel deals to a mailing list of 18,000 subscribers.

Survey respondents indicated their moderately high level of satisfaction with the industry news and the consumer newsletter. Among the feedback received, respondents shared they found the industry news the most relevant to them and that they found the content and information valuable and well-organized.



[Kootenay Rockies Tourism Social Media Channels](#)

Kootenay Rockies Tourism connects with both industry and visitors through a variety of social media channels.

A fairly large number of respondents answered not knowing the KootRocks TikTok (23) and LinkedIn (19). Based on those numbers, we can assume that industry partners are perhaps not active on those platforms. The KootRocks Instagram was rated with the highest satisfaction level of all. Among the feedback received, respondents suggested to include messaging that encourages visitors to contribute locally, to feature inspirational visual contents including powder highway content.

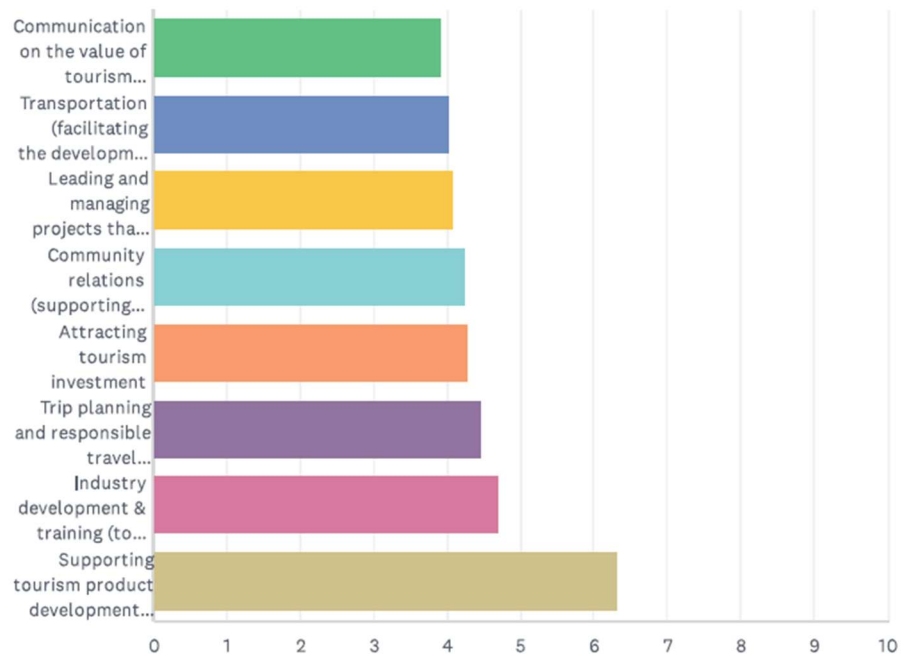


Kootenay Rockies Tourism Priorities

In asking stakeholders about their opinion on what types of tourism and destination management activities should Kootenay Rockies Tourism prioritize, respondents indicated the highest level of priority for 'supporting tourism product development' (e.g., providing strategic directions, identifying opportunities and trends), followed by 'Industry development & training' (to develop skills and capacity for outstanding experiences and digital performance). On the chart below, from lowest to highest ranking:

Q12 In your opinion, what types of tourism and destination management activities should Kootenay Rockies Tourism prioritize? Please rank the following in order of priority, from highest to lowest:

Answered: 29 Skipped: 9





In the survey, one question related to the level of agreement with five statements about Kootenay Rockies Tourism. The results were as follows:

	STRONGLY DISAGREE	DISAGREE	NEITHER AGREE NOR DISAGREE	AGREE	STRONGLY AGREE	TOTAL	WEIGHTED AVERAGE
Understands my business or organization's needs	6.90% 2	6.90% 2	34.48% 10	24.14% 7	27.59% 8	29	3.59
Provides leadership and guidance for tourism in this region	0.00% 0	6.90% 2	20.69% 6	48.28% 14	24.14% 7	29	3.90
Addresses my questions and/or concerns in an effective and timely manner	0.00% 0	0.00% 0	27.59% 8	44.83% 13	27.59% 8	29	4.00
Provides useful information, resources and tools	0.00% 0	6.90% 2	6.90% 2	55.17% 16	31.03% 9	29	4.10
Has employees who are knowledgeable about issues impacting tourism	0.00% 0	0.00% 0	13.79% 4	51.72% 15	34.48% 10	29	4.21

The overall satisfaction with the value and programs provided by Kootenay Rockies Tourism was rated at 4.03 stars out of 5. This was the first time such question was asked in a survey. It is recommended that this question be included in subsequent surveys to provide a comparison year over year.

4.0★
average rating



	1	2	3	4	5	TOTAL	WEIGHTED AVERAGE
☆	0.00% 0	10.34% 3	17.24% 5	31.03% 9	41.38% 12	29	4.03



What's Important to Tourism Businesses?

In the questions about the top three opportunities and barriers for the growth of their business or community, responses were quite like those of previous years and with the results of other engagement touchpoints the KRT team has been conducting.

Outdoor recreation, growing shoulder season visitation, experience development and sustainable tourism were often stated as the top opportunities, whereas funding and capital costs, labour shortages and transportation were stated as the top barriers.

To the question: *Over the next three to five years, how optimistic are you about the future success of your business?* Respondents indicated their level of optimism at 77%. Among the factors contributing to this level of optimism, those who indicated having been in business a long time shared the observation of a steady growth trend which helps with future confidence, others indicated a high level of confidence in themselves and their personal capacities, a high level of confidence in their staff and an increase in overall awareness of the region as a destination among visitors.

When asking stakeholders what service and support programs that are not currently offered would directly benefit their business or organization the most, training & mentorship was mentioned several times as well as information on funding opportunities.

Conclusion

The 2025 Stakeholder Satisfaction Survey will help inform future priorities and directions for the organization and help track progress over time. Kootenay Rockies Tourism thanks all of those who took the time to provide their perspectives and feedback.