



## Marketing Roadshow Report 2012





## **EXECUTIVE SUMMARY**

The objective of our 2012 Marketing Roadshow was to educate our stakeholders on the new KOOTENAYapp, KOOTENAYtag programs and collaborative marketing opportunities. The main series of visits took place in February, March & April 2012. By visiting each of the communities and towns versus centralized meetings, we hoped to encourage a larger audience and further develop relationships with our tourism product providers.

We visited a total of 15 communities for the marketing presentation, speaking to over 100 tourism businesses and community representatives. We noticed there was a larger attendance in the smaller communities versus the attendance in the larger towns.

In conjunction with our marketing presentations we also made delegations to the newly elected City, Town & District councils. We have presented to 21 Mayor & Councils throughout the region. The 10-minute presentations gave us ample opportunity to share our information and allowed for a couple of questions at each delegation.

We have also launched our Visitor Centre KOOTENAYapp awareness campaign. Each of the 14 VIC's were given a supply of Kootenay Rockies Travel flashlights to present as a gift to the traveller who downloads the KOOTENAYapp.

## **SURVEY RESULTS**

At the end of each marketing presentation, a link to a follow-up survey was sent to both those who attended along with those who were unable to attend in that geographic area. Basic demographic collection was the purpose of the survey and it also allowed for further comment from the stakeholders. To date a total of 80 surveys have been completed.

Summary observations of the survey follow on next page. The actual survey results follow the summary.

Thanks to all who participated in our Marketing Roadshows and follow up Survey!

## **SURVEY RESULTS**

1. **56.3%** identified their business as accommodation, **26.8%** was the second highest identification of business as dining – food & beverage.
2. **60.5%** identified they had 1 to 15 employees and **22.4%** identified they had 15 to 50 employees – the Canadian Tourism Commission had identified that 98% of tourism businesses are small to medium sized in 2010.
3. **40.7%** of the survey respondents identified Ski/Snowboard as the sector they were most active in. **37%** identified Golf and only **22.2%** identified as Touring. However in this question there were 27 respondents who answered “other” as their sector. Most of the “other” answers could have fit into one of the 9 categories we had listed but their “other” answers do give a more detailed description. And the majority of “other” answers would have fit into Touring.
4. For target markets **88.9%** identified Calgary and **73.6%** identified Edmonton. Over **50%** identified Thompson Okanagan and NW USA as next largest.
5. Social media was identified as **74%** of the marketing mediums utilized, magazine was **72.7%** and **71.4%** are in online advertising. Very few used TV – **13%** or direct mail – **22.1%**.
6. A website was identified as the top promotional material with **98.7%** of the respondents having one. A brochure or rack card was in second with **82.1%**.
7. **90.4%** are aware of the collaborative marketing opportunities with KR.
8. **79.2%** have a listing on Hello BC.
9. **73.7%** participate in marketing opportunities with their Community Destination Marketing organization. We are seeing an increase of participation in our programs by CDMO's and less from individual businesses. This indicates a greater level of leveraging is a trend in tourism marketing.
10. **73%** are interested in participating with FAM's for both Trade and Media. The North American visiting journalist program criteria was also handed out during the sessions.
11. There were 24 responses to suggestions for collaborative marketing opportunities, which are being reviewed by the KR team.
12. **91.7%** found this marketing roadshow as beneficial to their business



## Kootenay Rockies Tourism Marketing Roadshow Follow Up Survey Results

1. How do you classify your business? (click as many as apply)		Response Percent	Response Count
Accommodation		56.3%	40
Adventure Operator		15.5%	11
Dining - Food & Beverage		26.8%	19
Golf Course		12.7%	9
Museum/Interpretive Centre		1.4%	1
Retail/Artisan		11.3%	8
Ski Resort		5.6%	4
Spa & Wellness		9.9%	7
Summer activity operator		11.3%	8
Tourism Organization (DMO, COC, City or Consortium)		19.7%	14
Transportation		1.4%	1
Winter activity operator		11.3%	8
Other (please specify)			17
		<b>answered question</b>	<b>71</b>
		<b>skipped question</b>	<b>8</b>

## 2. How many employees does your business have?


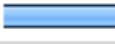

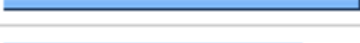

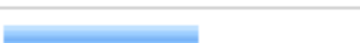



	Response Percent	Response Count
1 to 15	60.5%	46
16 to 50	22.4%	17
51 to 100	6.6%	5
101 or more	10.5%	8
<b>answered question</b>		<b>76</b>
<b>skipped question</b>		<b>3</b>

## 3. In what sector do you consider your business MOST active?


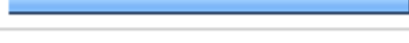



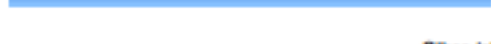
	Response Percent	Response Count
Biking/Cycling	18.5%	10
Fishing/Guiding	14.8%	8
Golf	37.0%	20
Guest Ranch	3.7%	2
<b>Ski/Snowboard</b>	<b>40.7%</b>	<b>22</b>
Snowmobiling/ATV	14.8%	8
Touring	22.2%	12
Water Sports	11.1%	6
Wellness	16.7%	9
Other (please specify)		27
<b>answered question</b>		<b>54</b>
<b>skipped question</b>		<b>25</b>

4. Who is your target market? (click all that apply)			
		Response Percent	Response Count
Local		54.2%	39
<b>Calgary</b>		<b>88.9%</b>	<b>64</b>
Edmonton		73.6%	53
Other Alberta		69.4%	50
Thompson/Okanagan		51.4%	37
Lower Mainland BC		40.3%	29
Other BC		48.6%	35
Ontario		38.9%	28
Other Canada		38.9%	28
NW USA		51.4%	37
California/Arizona		25.0%	18
Other USA		25.0%	18
England/UK		38.9%	28
Germany		37.5%	27
Australia/New Zealand		29.2%	21
Asia		9.7%	7
Other International		16.7%	12
	Other (please specify)		19
<b>answered question</b>			<b>72</b>
<b>skipped question</b>			<b>7</b>



**5. Which of the following marketing mediums do you currently use? (click all that apply)**

		Response Percent	Response Count
Consumer Shows		45.5%	35
Direct Mail		22.1%	17
Email Campaigns		48.1%	37
Magazine		72.7%	56
Newspaper		61.0%	47
Online Advertising		71.4%	55
Radio		39.0%	30
Social Media		74.0%	57
Television		13.0%	10
	Other (please specify)		10
<b>answered question</b>			<b>77</b>
<b>skipped question</b>			<b>2</b>



**6. What type of promotional material does your business currently use? (click all that apply)**

		Response Percent	Response Count
Billboard		34.6%	27
Brochure/Rack Card		82.1%	64
Facebook/Twitter (or other accounts)		66.7%	52
Mobile App		9.0%	7
Mobile Site		11.5%	9
Website		98.7%	77
	Other (please specify)		9
<b>answered question</b>			<b>78</b>
<b>skipped question</b>			<b>1</b>


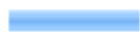
**7. Are you aware of the collaborative marketing opportunities through Kootenay Rockies Tourism?**

		Response Percent	Response Count
Yes		90.4%	68
No		9.6%	7
answered question			73
skipped question			6

**8. Does your business have a listing on Hello BC - Tourism BC's provincial website?**

		Response Percent	Response Count
Yes		79.2%	61
No		20.8%	16
answered question			77
skipped question			2

**9. Do you participate in marketing opportunities with your community DMO?**

		Response Percent	Response Count
Yes		73.7%	56
No		26.3%	20
answered question			76
skipped question			3



**10. Are you interested in participating in Trade Fairs and Press Trips? Your participation would include hosting accommodation, meals and activities.**

	Response Percent	Response Count
Yes	73.0%	54
No	27.0%	20
answered question		74
skipped question		5

**11. Do you have suggestions for collaborative marketing opportunities working with Kootenay Rockies Tourism?**

	Response Count
answered question	24
skipped question	55

**12. Did you find the Kootenay Rockies Marketing Road Show beneficial to your business?**

	Response Percent	Response Count
Yes	91.7%	55
No	8.3%	5
answered question		60
skipped question		19

**13. Do you have any further comments?**

	<b>Response Count</b>
	29
<b>answered question</b>	<b>29</b>
<b>skipped question</b>	<b>50</b>