



TOURISM SMITHERS

STAKEHOLDER SURVEY

Operating Year 2020



Prepared For:
Tourism Smithers
Gladys Atrill, Executive Director

Prepared By:
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EXECUTIVE SUMMARY

The Municipal Regional District Tax (MRDT) Program is a funding tool at the provincial level that is available for tourism marketing. The program is jointly administered by the Ministry of Finance, the Ministry of Tourism, Arts, Culture & Sport and Destination BC and is intended to help grow BC revenues; specifically, local economies, visitation and jobs as well as amplify BC's tourism marketing efforts. The 3% MRDT tax collected in Smithers provides revenues from short-term accommodation providers that in turn are used for strategic marketing activities and projects.

The Town of Smithers has been receiving the MRDT since 1991. Through a service delivery contract between the Town of Smithers and Tourism Smithers, the municipality administers MRDT funds to the designated recipient; Tourism Smithers. Tourism Smithers has been the benefactor of the MRDT funds since the year 2000, and the resources are a major contributor to the marketing and promotion strategies of the organization.

The delivery dates of the survey were set to acquire stakeholder input to the development of the 2022-2027 Business Plan and 2022 Tactical Plan. The survey was comprised of 15 questions, strategically aimed at determining:

- Tourism Smithers alignment with Destination BC.
- Stakeholder measurement of awareness of marketing activities.
- Stakeholder satisfaction with MRDT.
- Stakeholder satisfaction with service provider Tourism Smithers.
- Identification of stakeholder perception of key barriers to tourism growth.
- Stakeholder recommendations on future program planning and product development.

The survey was distributed to **90** community stakeholders representing the broad local tourism base that included government, local businesses and industry related services. Also, to note:

- **6** bounce back emails, finalizing the total number of recipients to be **84**.
- There were **43** respondents, measuring a **68 %** response rate.
- Average length of time to complete the survey was **10** minutes.

	No. of surveys	No. of respondents	Bounce back surveys	Response Rate
2019	84	20	3	24.7%
2020	90	43	6	68%

The results of this survey will help to identify and provide additional insight to the level of satisfaction held by Tourism Smithers stakeholders with regards to program deliverables and use of the MRDT funds as well as ensure the ability for the organization to effectively deliver programs that target desired audiences in future destination marketing initiatives.

The results provide a benchmark for future stakeholder surveys and it is anticipated the documentation and survey questions may be easily repeated in future years.

The results of this survey will help to identify and provide additional insight to the level of satisfaction held by Tourism Smithers stakeholders with regards to program deliverables and use of the MRDT funds in 2019 and 2020 as well as ensures the ability for the organization to effectively deliver programs that target desired audiences with current and future destination marketing initiatives.

METHODOLOGY

An online survey was developed via *Survey Monkey* and the planning steps were initiated to Destination BC and Tourism Smithers for feedback on February 25th, 2021

Additional recommendations were incorporated into the final survey which was distributed on March 5th, 2021. A follow-up “reminder” was distributed on March 10th, with the survey closing date of March 15th, 2021. The survey review and analysis was completed by March 25th, 2021.

SURVEY ANALYSIS

The following is an analysis of the survey data specifically relating to awareness of Tourism Smithers and the organizations project deliverables in 2020 as well as an interpretation of the questions results.

1. Overall, how familiar is your organization with the projects and programs delivered by Tourism Smithers? Please rate on a scale of 1 - 4 where 1 - Not aware at all and 4 - Very aware

	NOT AWARE AT ALL	SOMEWHAT AWARE	AWARE	VERY AWARE	(NO LABEL)	TOTAL
Tourism Smithers projects & programs	6.98% 3	46.51% 20	32.56% 14	13.95% 6	0.00% 0	43

There were 43 respondents to this question, with 79% being aware/somewhat aware of projects and programs delivered by Tourism Smithers, and approximately 14% are very aware (an increase of 4% compared to the 2018 survey results).

2. On a scale of 1 - 4, where 1 - Not aware at all and 4 - Very aware, how aware are you of the following marketing activities that Tourism Smithers has delivered?

Of the 43 respondents, over 40% of respondents were very aware of the Ski North program compared to 40% not aware of the program in 2018. Media relations (40%) and attendance at consumer shows (38%) scored low with respondents not aware. The Smithers Visitor's Guide and Steelhead Paradise are projects that respondents are most aware of.

	NOT AWARE AT ALL	SOMEWHAT AWARE	AWARE	VERY AWARE	DON'T KNOW	TOTAL
▼ Ski and Stay	19.05% 8	11.90% 5	26.19% 11	40.48% 17	2.38% 1	42
▼ Ski North BC	38.10% 16	9.52% 4	33.33% 14	16.67% 7	2.38% 1	42
▼ Smithers & Area Visitor's Guide	4.65% 2	20.93% 9	27.91% 12	41.86% 18	4.65% 2	43
▼ Ride North	25.58% 11	37.21% 16	30.23% 13	4.65% 2	2.33% 1	43
▼ Route 16 / #Route16	32.56% 14	23.26% 10	27.91% 12	11.63% 5	4.65% 2	43
▼ Steelhead Paradise	20.93% 9	18.60% 8	23.26% 10	32.56% 14	4.65% 2	43
▼ Promotional Video	28.57% 12	23.81% 10	30.95% 13	11.90% 5	4.76% 2	42
▼ Attend Trade & Consumer Shows	35.00% 7	20.00% 4	30.00% 6	10.00% 2	5.00% 1	20
▼ Media Relations	39.13% 9	21.74% 5	30.43% 7	8.70% 2	0.00% 0	23
▼ Media Relations/FAM Tours	40.00% 8	30.00% 6	25.00% 5	5.00% 1	0.00% 0	20
▼ Social media (FB/IG)	25.58% 11	30.23% 13	23.26% 10	20.93% 9	0.00% 0	43

3. How satisfied are you in the following key deliverables? Please rate each on a scale of 1 - Very dissatisfied to 5 - Very satisfied

	VERY DISSATISFIED	DISSATISFIED	NEITHER DISSATISFIED OR SATISFIED	SATISFIED	VERY SATISFIED	DON'T KNOW
▼ 1. Destination Marketing	0.00% 0	4.88% 2	36.59% 15	31.71% 13	19.51% 8	7.32% 3
▼ 2. Partnership & Product Development	0.00% 0	4.65% 2	39.53% 17	30.23% 13	9.30% 4	16.28% 7

All 43 survey respondents answered this question; 51.2% (13 respondents) are either very satisfied or satisfied with destination marketing efforts by Tourism Smithers and 39.5% of respondents are either very satisfied or satisfied with partnership and product development deliverables. There were 2 respondents who are dissatisfied with both destination development and partnership & product development efforts by Tourism Smithers.

4. Tourism Smithers strives to collaborate and be an inclusive, industry-driven organization. How do you rate Tourism Smithers performance on the following ways of conducting business? Please rate each on a scale where 1 - Poor and 5 – Excellent

	POOR	FAIR	GOOD	VERY GOOD	EXCELLENT	DON'T KNOW	TOTAL
Collaborates and consults with the tourism industry on key decisions	2.33% 1	16.28% 7	23.26% 10	20.93% 9	13.95% 6	23.26% 10	43
Provides leadership and direction to the Smithers & Area tourism industry	4.65% 2	20.93% 9	13.95% 6	18.60% 8	18.60% 8	23.26% 10	43
Understands my business/organizational needs	9.30% 4	20.93% 9	20.93% 9	27.91% 12	9.30% 4	11.63% 5	43
Is focused on markets that align with the needs of the local and regional tourism industry	6.98% 3	16.28% 7	25.58% 11	23.26% 10	11.63% 5	16.28% 7	43
Informs the tourism industry of its corporate strategy & direction	16.28% 7	11.63% 5	27.91% 12	20.93% 9	4.65% 2	18.60% 8	43

All 43 respondents answered this question; with between 18% and 23% of respondents who did not know how to rate Tourism Smithers performance in conducting business. This is lower than the 20% to 30% from the previous survey in 2018. Between 44% and 50% of respondents rate Tourism Smithers as either good or very good on how the organization conducts business. Approximately 16% of respondents (7) feel the organization does not inform industry of its corporate strategy and direction.

5. Taking everything into account, how satisfied are you with the overall performance of Tourism Smithers?

	VERY DISSATISFIED	DISSATISFIED	NEITHER DISSATISFIED OR SATISFIED	SATISFIED	VERY SATISFIED	DON'T KNOW
Overall Performance of Tourism Smithers	2.33% 1	9.30% 4	25.58% 11	25.58% 11	30.23% 13	6.98% 3

All 43 respondents answered the question relating to the overall performance of Tourism Smithers; 7% did not know, over 25% of respondents were very satisfied (compared to only 10% in 2018) and 50% of respondents were either satisfied or neither dissatisfied/satisfied.

6. If your response to the previous question was very dissatisfied, what could Tourism Smithers do to improve your satisfaction? Fill in your response below.

Comments from Respondents:

- *Besides skiing, fishing and hunting, Smithers is not a destination, with the exception of Houston that comes to Smithers for doctors and shopping. Terrace is the hub. Tourists are doing a loop or on their way to Alaska.*
- *Communicate more frequently with the stakeholders (on a personal level SMBA & BBSS) to make them aware of campaigns.*
- *Keep accommodation business more informed on plans, marketing and support available for very small accommodation businesses that are in operation for more than 20 years, but have no information on what is available to them on support due to COVID 19 cancelled reservations in 2020 and probably in 2021. Those businesses have not received any financial support from either government, but the Town of Smithers Tourism dept. should be aware of this.*
- *More transparency / clear duties and goals.*
- *More visible Tourism office.*
- *Lobby to quit with the development for sidewalks, etc. if you want brick and mortar to come to Smithers. There isn't any night life for tourism to grow and not any incentive for business to come as they will be taxed on development without even making a penny in this town yet. Ski hill and winter sports would do better if there was a night life in town. In the summer, we are not a destination for tourists just a drive through or pit stop.*

7. How much potential to grow do you think each of the following tourism products and/or experiences (e.g. arts & culture, mountain biking, fishing, indigenous) have in Smithers? Please rate each of the following program areas on a scale of 1 - 4 where 1 - No potential and 4 - Strong potential.

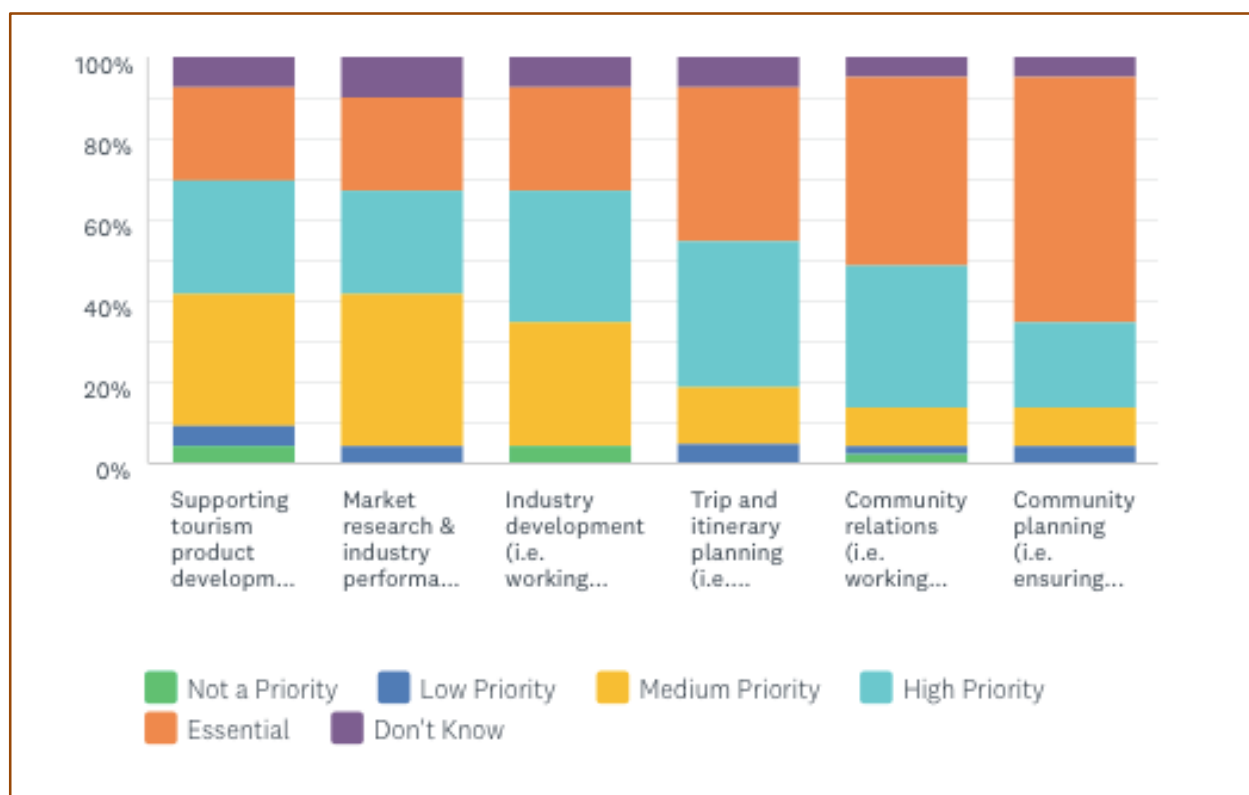
All 43 respondents rated the question relating to specific tourism products and/or experiences. Of the strongest potential to grow according to the respondents; skiing (all forms) and mountain biking ranked the highest of potential at 72%. Note: In the 2018 survey, skiing and mountain biking ranked at 70%. Hiking (65%) and indigenous experiences (46%) are among the top 4 of potential to grow.

Jet boating (42%), golf (37%) and hunting (32%) ranked the lowest potential of products/experiences growth. There was one additional comment that stated other types of fishing aside from steelhead also has the potential for future growth.

	NO POTENTIAL	LOW POTENTIAL	POTENTIAL	STRONG POTENTIAL	DON'T KNOW	TOTAL
Steelhead angling	2.38% 1	33.33% 14	38.10% 16	19.05% 8	7.14% 3	42
Jet boating	16.28% 7	41.86% 18	27.91% 12	6.98% 3	6.98% 3	43
Rafting / paddlesports	0.00% 0	6.98% 3	51.16% 22	39.53% 17	2.33% 1	43
Mountain Biking	0.00% 0	0.00% 0	25.58% 11	72.09% 31	2.33% 1	43
Mountaineering	2.33% 1	6.98% 3	34.88% 15	51.16% 22	4.65% 2	43
Motorcycle touring	0.00% 0	26.19% 11	26.19% 11	35.71% 15	11.90% 5	42
Hiking	0.00% 0	6.98% 3	27.91% 12	65.12% 28	0.00% 0	43
Skiing (nordic/alpine/backcountry)	0.00% 0	4.65% 2	23.26% 10	72.09% 31	0.00% 0	43
Indigenous Experiences	0.00% 0	9.30% 4	41.86% 18	46.51% 20	2.33% 1	43
Golfing	4.65% 2	37.21% 16	30.23% 13	20.93% 9	6.98% 3	43
Hunting	6.98% 3	32.56% 14	39.53% 17	13.95% 6	6.98% 3	43
Retail/shopping	6.98% 3	13.95% 6	44.19% 19	30.23% 13	4.65% 2	43
Arts & Culture	4.65% 2	13.95% 6	48.84% 21	30.23% 13	2.33% 1	43

8. Destination marketing organizations such as Tourism Smithers traditionally take on a wide-range of activities outside of marketing and promotion to help grow tourism in their community and region. As described earlier, this survey will be used to assist in Tourism Smithers strategic planning. In your opinion, how much of a priority should Tourism Smithers place on each of the following program areas? Please rate each of the following on a scale of 1 - 5 where 1 - Not a priority and 5 - Essential

All 43 respondents provided input to the question relating to suggested priorities for Tourism Smithers. Of most importance from respondents (60%) is the opinion that community planning should be a priority, with the Town of Smithers ensuring tourism is included in planning moving forward. Of secondary importance (46.5%) is community relations, ensuring Tourism Smithers is working with the community and region on behalf of tourism. 38% of respondents feel that trip and itinerary planning for visitors is an essential service while market research ranked of medium priority by respondents at 37%



9. Aside from the current challenges resulting from COVID-19, In your opinion, what are the top barriers to growth of the tourism industry in Smithers and region? Please provide up to three barriers.

Highlights of Responses:

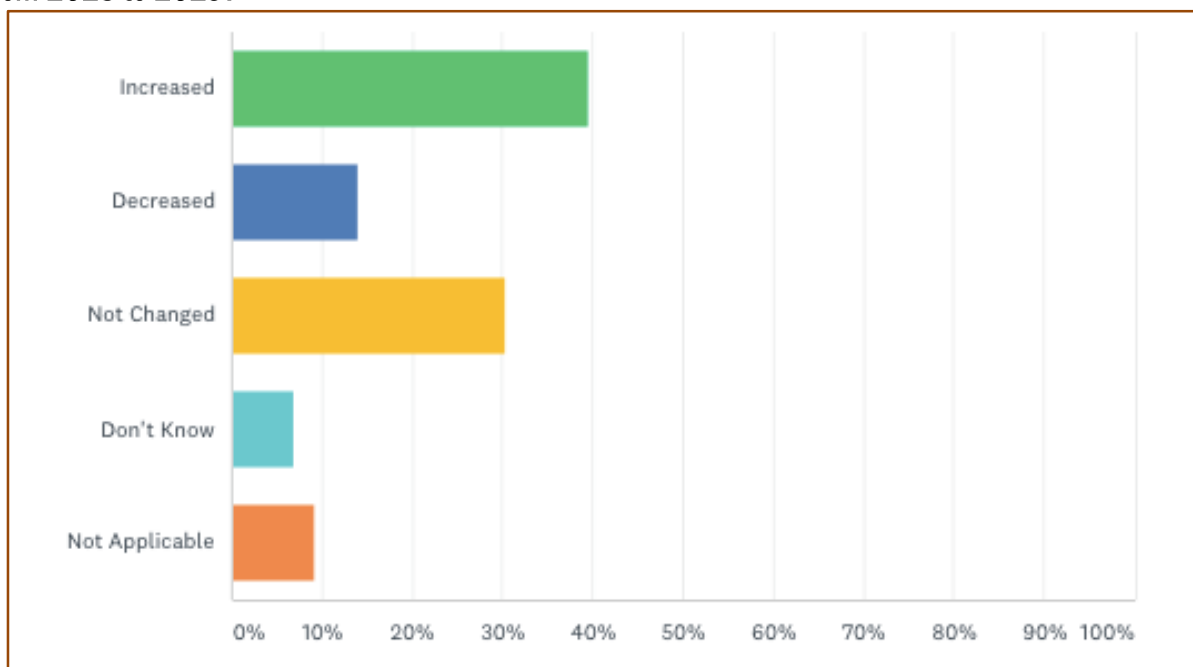
- User group conflicts
- Available employees
- Available housing/accommodation for workers in tourism/hospitality
- Regular, affordable flights to/from Smithers
- Flight schedules
- Aging T-bar and chair lift on Hudson Bay Mtn.
- Awareness of mountain bike trails; Need to develop a bigger, better mountain bike trail system
- Accessibility
- Ready to market product
- Clear cut logging
- Distance from large centres
- Direction signage
- Poor image of Visitor Centre
- “Indigenous only” fishing in the rivers
- Winter activities, no night life, town closes at 6pm
- Allowing RV's to park overnight and not enforcing parking in RV sites
- River and lake access with amenities

10. In the short-term, Tourism Smithers will be developing strategies for tourism recovery; working with local tourism industry related businesses. In your opinion what should be the focus for Tourism Smithers in the year ahead?

There were 23 comments from respondents, with the following summary of opinions on what the focus should be for Tourism Smithers in the year ahead.

- The ski hill
- Human powered, backcountry endeavors. These are the folks who spend money at breweries, restaurants, gas stations, etc. Rather than driving a trailer to camp in, bringing their own fuel.
- Stick with what we do and do it well.
- Work with governments to ensure that air travel to Smithers remains open, and that it is expanded back to pre-pandemic levels.
- Developing growth markets – winter is getting shorter so we need to grow summer & shoulder markets. Attracting more diverse tourism experiences so there is more for people to do – keeping them here longer. Working to bring in a shuttle service that takes people from the airport or from their hotels into town and back.
- Focus on regional and domestic guests. Do not focus on international travellers.
- Sharing successes on how tourism businesses have “pivoted” during COVID. Are there new opportunities emerging for us to consider as a business community?
- To attract tourists to Smithers with incentives and to offer special events and advertise them more around the province. Show them what is special in Smithers in the summer and winter on province wide media.
- Mountain bike trail system development and steelhead fishery recovery
- Cultural tourism and experiences
- Online recovery advertising with local regions, examples of marketing for when it is safe to travel. Posting content and mentioning to only travel when it is safe.
- Foreign travellers.

11. Prior to 2019 and the COVID pandemic, how did the tourism revenue of your business change from 2018 to 2019?



Of the 43 respondents, the following statistics relate to business revenues from 2018 to 2019 (pre-COVID 19).

- Increase; 40%
- Decrease; 14%
- No Change; 30%
- Do not Know; 7%
- Not Applicable; 9%

12. Upon the restart and recovery to the tourism industry, in our region and community (1-2 years), how optimistic are you that your business revenues will grow from 2021 to 2022? Please rate on a scale of 1 - Not optimistic at all and 4 - Very optimistic

	NOT OPTIMISTIC	SOMEWHAT OPTIMISTIC	OPTIMISTIC	VERY OPTIMISTIC	DON'T KNOW	TOTAL
Business Revenue Growth	16.28% 7	32.56% 14	27.91% 12	20.93% 9	2.33% 1	43

Approximately 48% of the 43 respondents are either optimistic or very optimistic their business revenues will grow from 2021 to 2022, while 16% are not optimistic. By comparison to the 2018 survey, the same statistics applied.

13. Over the next five (5) years, how optimistic are you that the tourism industry in Smithers will grow? Please rate on a scale of 1 - Not optimistic at all and 4 - Very optimistic

	NOT OPTIMISTIC	SOMEWHAT OPTIMISTIC	OPTIMISTIC	VERY OPTIMISTIC	DON'T KNOW	TOTAL
Tourism Industry Growth	4.65% 2	37.21% 16	34.88% 15	23.26% 10	0.00% 0	43

Of the 43 respondents, approximately 58% feel the tourism industry in Smithers will grow over the next 5 years, while approximately 5% are not optimistic. By comparison to the 2018 survey, 60% felt the tourism industry would grow in Smithers over the previous 5-year period.

14. How would you describe your business or organization?

ANSWER CHOICES	RESPONSES
A business or other organization that provides products or services directly to tourists (e.g. accommodation, restaurant, outdoor activity).	83.72% 36
A government organization	4.65% 2
An organization, association, business or agency that supports tourism but does not provide direct services to tourists (e.g. a community organization, a support business)	4.65% 2
Other (please specify)	Responses 6.98% 3
TOTAL	43

Approximately 84% of respondents (36) represent a business or other organization that provides product or services directly to visitors.

SUMMARY

The final question provided respondents the opportunity to add any additional comments to share about Tourism Smithers or tourism in Smithers and the Bulkley Valley overall. There were 13 responses, some offered additional observations while a few comments commended the efforts of Tourism Smithers. The following responses are as follows and are direct quotes in their entirety:

- *In order to grow tourism, the town needs to grow in population and businesses that are open after 5:30. Tourism is people, people want to be entertained after hours. Smithers has a long way to grow to be a destination (besides skiing) if ever.*
- *More tools and trails for our groups to educate users from both local and from afar to entice and how to support these local groups.*
- *Not the preview of Tourism Smithers, but the Smithers Visitor Centre is abysmally in need of an upgrade in terms of location, size and presentation. The staff are amazing and the Chamber does a great job working with what they have, but Tourism Smithers should be lobbying the Town to divert funds towards revamping that building. It is not putting our best foot forward.*
- *I believe that the Smithers airport provides an integral part of the Smithers tourism opportunities. Without proper weather instrumentation for inbound flights causes many prospective business and tourism folks choosing now to fly to Terrace and not Smithers. However, this is industry and tourism as well. Get the airport what it needs in terms of aircraft approach capabilities and more people will choose Smithers...not Terrace.*
- *I look forward to hearing the results and updated plan.*
- *Invite all tourism related business for a zoom event or other COVID agreeable event, to learn to know which businesses are available and what they offer. There has never been an update on possibilities and options for guests and we operate for over 20 years our accommodation business.*
- *Keep up the good work.*
- *Hotels and town need to install electric vehicle chargers.*
- *Once able to do so, we need to organize more and larger community events.*
- *In our instance, we are heavily concerned with the amount of angler pressure these rivers face during the Steelhead season. Improper management of this fishery from FLNROD has created a deep-rooted concern for the future on one of the last wild steelhead systems in the world. Data shows the increase in angler pressure in our area and it is creating an unsustainable long term fisher. Many new B&B and side businesses are created every year but the piece of the pie this industry is dependent on is clearly showing the impacts of too many anglers. I believe we need to take measures to help educate the number of anglers on this system on better angling practices for a healthier catch and release experience. If we are going to promote tourism and businesses dependent on a living species, then we should make sure to help educate as many people of the best practices for those species. On a side note, I think the tourism office does a fantastic job of showcasing everything this town has to offer. The annual brochures are very well done and beautiful. The office in town has been incredibly helpful throughout the years I have worked in the tourism industry in our valley from fishing to heli-skiing. I always appreciate the amazing customer service*
- *Very well done and beautiful. The office in town has been incredibly helpful throughout the years I have worked in the tourism industry in our valley from fishing to heli-skiing. I always appreciate the amazing customer service and dedication.*
- *Gladys Atrill and team have made a noticeable positive difference in the tourism aspect of our business and others that I know of. A+ rating! Thank you.*

- *We live in a beautiful part of the province. People who have been here recognize this. The area has lots of potential to grow maybe in conjunction with some of the bigger industrial projects planned for the future?*

Stakeholder insights and feedback to tourism-related projects from 2020 and comparisons to 2018 conclude that Tourism Smithers has a better understanding of the perceptions, needs and expectations of local government, businesses and residents. The survey results provide additional direction to marketing decisions, project funding decisions, product development decisions, stakeholder communications and revenue planning decisions. The survey results will enable Tourism Smithers to adjust to industry challenges, continue to make informed decisions and utilize their resources to achieve the best results. This will be supported by future opportunities that are presented to communities as the tourism industry moves to the restart and recovery phases from the impact of the COVID-19 pandemic.

Appendix i



STAKEHOLDER SATISFACTION SURVEY Work Plan

CLIENT:	Tourism Smithers
CLIENT CONTACT:	Gladys Atrill, Executive Director
PROJECT START DATE:	January 11, 2019
PROJECT COMPLETION DATE:	March 31, 2019

TASK	RESPONSIBILITY	START DATE	STATUS
INTRODUCTORY STAGE			
Develop Tourism Smithers Stakeholder Satisfactory Survey <u>Project Plan</u> and submit to Tourism Smithers for review and approval	D. Kulchiski	01.11.19	Completed 01.23.19
Develop <u>Stakeholder Survey</u> questions and submit to Tourism Smithers for review and approval	D. Kulchiski	01.23.19	Completed 02.01.19
Ensure detailed Tourism Smithers stakeholder list (survey audience).	D. Kulchiski G. Atrill	01.23.19	Completed 02.04.19
Submit Project Plan, Stakeholder Survey and survey audience to Destination BC for review and approval.	D. Kulchiski	02.04.19	Submitted 02.05.19 Returned 02.11.19
Meet/discuss with Tourism Smithers to finalize project plan and survey distribution/survey report schedule	D. Kulchiski G. Atrill	01.24.19	Completed 02.05.19
SURVEY PURPOSE & METHODOLOGY			
<p>In their continued efforts to remain accountable and transparent to stakeholders, and in compliance with the Municipal and Regional District Tax (MRDT) annual program reporting requirements, Tourism Smithers (as the designated recipient) is conducting a stakeholder survey. The purpose of the survey is to:</p> <ol style="list-style-type: none"> 1. Assess the level of awareness of tourism marketing activities in Smithers and the Bulkley Valley region, and 			

2. Assess the level of satisfaction with the current use of the MRDT funds.

Methodology:

An online survey via *Survey Monkey* will be distributed through the Tourism Smithers stakeholder email list (as per attached). The survey, including forward introduction, is scheduled for the initial distribution on **Friday, February 8, 2019** and close on **Friday, February 22, 2019**. A reminder will be sent to Tourism Smithers stakeholders on **February 13, 2019**.

Commencing February 25, 2019 evaluation of the survey data will take place. This will include calculating response rates as well as summarizing the data and interpreting the results. The draft survey findings will be compiled in a thorough report to Tourism Smithers by no later than **March 15, 2019** and the final report will be submitted to client by no later than **March 31, 2019** and will support the full 2018 MRDT Annual Performance Report from Tourism Smithers.

SURVEY REPORT	RESPONSIBILITY	START DATE	STATUS
1. The survey report will ensure: <ul style="list-style-type: none"> ○ enough documentation for ease of application in following years ○ evidence of consultation with stakeholders 	D. Kulchiski	02.25.19	Completed 03.12.19 and submitted to client on 03.13.19
2. The final survey report will include: <ul style="list-style-type: none"> ○ Executive summary with report highlights ○ Introduction and background including objectives of the survey ○ Brief overview of methodology ○ Presentation of results including text, tables and graphs where applicable ○ Key findings ○ copy of the survey (appendix) 	D. Kulchiski	02.25.19	Completed 03.12.19
3. The survey report will be made available to Tourism Smithers stakeholders effective May 15, 2019 , and may also be summarized in the organizations stakeholder communication distribution channels such as website, newsletter, and media release. In addition, the findings will be included for reports to both the next scheduled Tourism Smithers Board of Directors meeting and Smithers Council update and presentation.	G. Atrill Tourism Smithers staff	05.15.19	

Appendix ii

TOURISM SMITHERS STAKEHOLDER SATISFACTION SURVEY

(Email Introduction Paragraph)

Dear Tourism Stakeholder

On behalf of Tourism Smithers, you have been invited to complete the **Tourism Smithers Stakeholder Survey for 2018**. The primary objective of this survey is to gather your opinions about the programs and projects delivered by Tourism Smithers in 2018, to capture any ideas you may have regarding the future direction of tourism in Smithers and the Bulkley Valley region and to identify your organizations perspective regarding tourism.

As the designated recipient of the provincial Municipal and Regional District Tax (MRDT), the Town of Smithers contracts the Tourism Smithers Society to administer the program. Approximately 70% of the funding for Tourism Smithers is obtained from the MRDT Tax. As the program stated in 2018, the 3% MRDT tax was applied to sales of short-term accommodation; the funds are used for tourism marketing, programs and projects that meet the following criteria:

- Effective tourism marketing, programs and projects
- Effective local-level stakeholder support and inter-community collaboration
- Marketing efforts that are coordinated and complementary to provincial marketing strategies and tactics
- Fiscal prudence and accountability

Participation in this survey will help to ensure future services offered by Tourism Smithers meet the needs of our community's tourism industry and your input is vital to its success. Please know that all responses are anonymous and will be reported in aggregate only.

We anticipate the survey will take 10 minutes to complete. Please complete the survey by **Friday, February 22, 2019**. If you have any questions or comments about this survey, please contact the sender at deborah@debk.ca.

The results of this survey will be made available by mid-May 2019. Thank you again for your input and support!

(LINK TO SURVEY HERE)

The Tourism Smithers Team

(Body of Survey Monkey)

SURVEY INTRODUCTION:

Thank you for participating in the **Tourism Smithers Stakeholder Survey for the year 2018**. The purpose of this survey is to assess your business or organization's level of satisfaction with the projects and programs that Tourism Smithers facilitates. Thank you for taking the time for providing us with your valuable input to help shape our future direction and to ensure our effectiveness in the tourism industry.

Confidentiality

We understand the need to respect the confidentiality of the data provided by businesses for the survey and therefore do not publish the details of any individual or participant to any organization. Please know all responses are anonymous and will be reported in aggregate only.

For further information about Tourism Smithers, please see www.tourismsmithers.com

SURVEY QUESTIONS:

1. Overall, how familiar is your organization with the projects and programs delivered by Tourism Smithers in 2018? *Please rate on a scale of 1 - Not Aware at all and 4 - Very Aware*

2. On a scale of 1 - 4, where 1 – Not aware at all and 4 - Very aware, how aware are you of the following programs and projects that Tourism Smithers delivered in 2018?

	Not Aware at All	Somewhat Aware	Aware	Very Aware	Don't Know
1. Ski and Stay					
2. SkiNorthBC					
3. Smithers & Area Visitor's Guide					
4. Ride North					
5. Route 16 / #Route16					
6. Steelhead Paradise					
7. Video					
8. Attend Trade & Consumer Shows					
9. Media relations/FAM Tours					
10. Social media platforms (FB/IG)					

3. How satisfied are you in the following deliverables? Please rate each on a scale of where 1 - Very dissatisfied and 5 - Very satisfied.

	Very Dissatisfied	Dissatisfied	Neither dissatisfied or satisfied	Satisfied	Very Satisfied
1. Destination Marketing					
2. Partnership and Product Development					

4. Tourism Smithers strives to collaborate and be an inclusive, industry-driven organization. How do you rate Tourism Smithers performance on the following ways of conducting business? Please *rate each on a scale where 1 - Poor and 5 – Excellent*

	Poor	Fair	Good	Very Good	Excellent	Don't Know
1. Collaborates and consults with the tourism industry on key decisions.						

2. Provides leadership and direction to the Smithers & Area tourism industry.

3. Understands my business/organizational needs.

4. Is focused on markets that align with the needs of the local and regional tourism industry.

5. Informs the tourism industry of its corporate strategy & direction.

5. Overall, how would you rate your satisfaction with Tourism Smithers use of MRDT funds?

6. Taking everything into account, how satisfied are you with the overall performance of Tourism Smithers? *Please rate each on a scale where 1 - Very dissatisfied and 5 - Very satisfied*

Very Dissatisfied	Dissatisfied	Neither dissatisfied or satisfied	Satisfied	Very Satisfied	Don't Know
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Overall Performance of Tourism Smithers

7. If your response to the previous question was very dissatisfied, what could Tourism Smithers do to improve your satisfaction? *Fill in your response below:*

8. In your opinion, what are the top barriers to growth of the tourism industry in Smithers? Please provide up to three barriers.

- 1.
- 2.
- 3.

9. How much potential to grow do you think each of the following tourism products and/or experiences (e.g. arts & culture, mountain biking, fishing, indigenous) have in Smithers? *Please rate each of the following program areas on a 1-4 Scale, where 1 - no potential and 3 - strong growth potential.*

No Potential	Low Potential	Potential	Strong Potential	Don't Know
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- a. Steelhead angling
- b. Jetboating/
- c. Rafting/paddle sports
- d. Mountain Biking
- e. Mountaineering
- f. Motorcycle touring
- g. Hiking
- h. Skiing
(nordic/alpine/backcountry)

- i. Indigenous Experiences
- j. Golfing
- k. Hunting
- l. Retail/Shopping
- m. Arts & Culture
- n. Other

10. Destination marketing organizations such as *Tourism Smithers* traditionally take on a wide-range of activities outside of marketing and promotion to help grow tourism in their community. As described earlier, this survey will be used to assist in Tourism Smithers strategic planning. In your opinion, how much of a priority should Tourism Smithers place on each of the following program areas? *Please rate each of the following program areas on a 1-5 scale, where 1 - Not a priority and 5 - Essential*

	Not a Priority	Low Priority	Medium Priority	High Priority	Essential	Don't Know
a. Supporting tourism product development (i.e.: providing tourism insights and/or by identifying opportunities).						
b. Market research & industry performance tracking (i.e.: accurately measuring industry and Tourism Smithers performance).						
c. Industry development (i.e.: working with industry to develop skills and capacity that ensure outstanding tourism experiences).						
d. Trip and itinerary planning (i.e.: ensuring visitors have the information they need while planning their trip to Smithers & Area).						
e. Community relations (i.e.: working with the community and region on behalf of the tourism industry).						
f. Community planning (i.e.: ensuring the Town of Smithers plans for tourism while moving forward).						

11. How would you describe your business or organization?

- ☐ A business or other organization that provides products or services directly to tourists (e.g. accommodation, restaurant, outdoor activity).
- ☐ A government organization
- ☐ An organization, association, business or agency that supports tourism but does not provide direct services to tourists (e.g. a community organization, a support business)
- ☐ Other (please specify)

12. How many employees does your organization or branch/division employ during your peak season? Please include both full-time and part-time employees, and include the owner/operator. *Select one response*

- ☐ 1 - 4
- ☐ 5 - 9
- ☐ 10 - 19
- ☐ 20 - 34
- ☐ 35 - 100
- ☐ More than 100
- ☐ Don't Know

13. Thinking about tourist clients in 2018, approximately what percentage of your visitors come from the following markets? *Please fill in the percentage of all visitors that come from each market. The sum of all markets should equal 100%. Please type "0" if you don't have clients from a particular market. If you don't know, please select the applicable response.*

- ☐ Northern BC
- ☐ BC
- ☐ Yukon/SE Alaska
- ☐ Alberta
- ☐ Rest of Canada (outside BC and Alberta)
- ☐ USA
- ☐ Overseas - Europe
- ☐ Overseas - China/South Asia
- ☐ Don't Know
- ☐ Not Applicable

14. Over the past two years (2018 over 2017) how has the tourism revenue of your business changed?

- ☐ Increased
- ☐ Decreased
- ☐ Not Changed
- ☐ Don't Know
- ☐ Not applicable

15. Over the next five (5) years, how optimistic are you that your business revenues will grow? *Please rate on a scale of 1 - Not optimistic at all and 4 - Very optimistic*

	Not Optimistic	Somewhat Optimistic	Optimistic	Very Optimistic	Don't Know
Business Revenue Growth					

16. Over the next five years, how optimistic are you that the tourism industry in Smithers will grow? *Please rate on a scale of 1 - Not optimistic at all and 4 - Very optimistic*

	Not Optimistic	Somewhat Optimistic	Optimistic	Very Optimistic	Don't Know
Tourism Industry Growth					

17. Are there any other comments you would like to share about Tourism Smithers or tourism in Smithers and the Bulkley Valley overall?