

A person with long hair, wearing a teal long-sleeved shirt, dark pants, and a maroon cap, stands on a grassy hillside. They are holding a large camera with a telephoto lens up to their eye, taking a photograph of a vast mountain range in the background. The mountains are partially covered in snow and shrouded in a light blue haze. The sky is bright and clear.

REVELSTOKE.

RESIDENT SURVEY

RESIDENT SURVEY

Purpose of survey

From the onset, we set out to ensure the Destination Management Plan reflects and is informed by community priorities. The survey was one of a number of inputs to capture community and stakeholder feedback. Recognizing and respecting these community priorities is essential for the visitor economy's social license to operate. By having a pulse on community needs and aspirations we can de-risk the path forward for visitor economy stakeholders and the rest of the community as a whole.

The purpose of the survey was to surface issues from the community that warrant further exploration.

Approach

There were various sources of information and expertise that guided our question construction and focus. From a global perspective, the 17 UN SDGs provided a starting point for the range of priorities that many people around the world are working towards. The Destinations International Destination Next report also provides insights into trends globally within the tourism industry specifically. Narrowing into the national, the priorities of Destination Canada and Destination British Columbia provided helpful inspiration. Finally, Destination Think offered guidance regarding the trends that other resort mountain towns are facing that could have some similarities to Revelstoke, such as Aspen, Banff, Whistler, Big Sky, and Queenstown.

The survey leveraged a mix of multiple choice, prioritization ranking, and open ended questions. This allowed the collection of both qualitative and quantitative information.

WHERE WE CONDUCTED SURVEYS

A concerted effort was made to collect a significant volume of responses both online and offline. Responses were collected from diverse physical locations in order to obtain results that were as representative as possible of the community.

Here are our physical survey collection locations:

We had 10 survey collection boxes at:

- **Revelstoke Credit Union** – collected approx. 5 surveys
- **Pharmasave** – collected approx. 5 surveys
- **Deb's Barbershop** – collected approx. 50 surveys
- **Community Connections** – collected approx. 5 surveys
- **Flowt Bikes and Skis** – collected approx. 20 surveys
- **Selkirk Dental** – approx. collected 10 surveys
- **Selkirk Medical Clinic** – collected approx. 20 surveys
- **Visitor Information Centre** – collected approx. 20 surveys
- **Fable Book Parlour** – approx. 20 surveys
- **Silverwinds Office Supplies** – approx. 5 surveys

We had 8 outreach ambassadors who collected at: the CrossFit Gym, the Greenbelt, the Fire Base, Conversations Café and at the Farmers Market. Outreach ambassadors also shared on their social media and in various Revelstoke Community Facebook Groups (e.g., Revelstoke Community).

Online, we promoted the survey organically on social media (generally via an individual proponent – staff member or survey ambassador), but did not use paid social media promotion.

We also promoted the survey on our “close friends” Instagram and through our stakeholder newsletter. We also had posters in the high school and promoted the surveys via QR codes at events (For the Love Of film screening during Welcome Week, our 2040 and Last Tourist film nights).

In order to filter out non-resident participants, the first question asked whether the respondent is a resident or visitor. Visitors were redirected to the visitor survey.

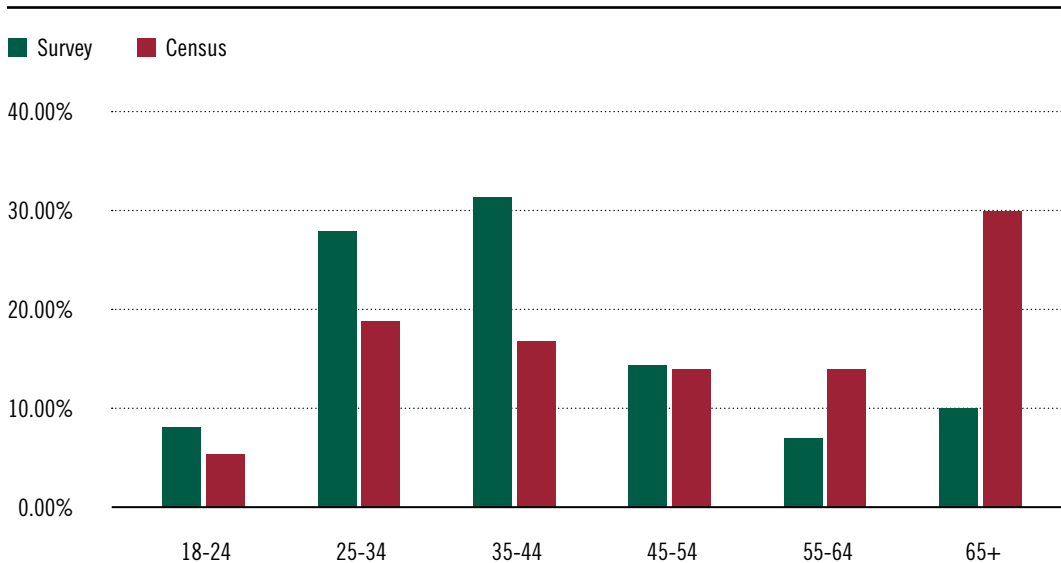
POPULATION AND SAMPLE SIZE

Our survey had a population size of 8,275 a sample size of 1,112 and a confidence level of 95% (industry standard). The margin of error is +/- 3%.

DATA NORMALIZATION

The age group of survey participants skews a little younger than the census data.

Survey and Census



We applied the following weight to normalize results:

Age range	Weighting applied
18-24	0.68
25-34	0.68
35-44	0.53
45-54	0.96
55-64	1.96
65+	2.99

ANALYSIS AND FINDINGS

We calculated percentages associated with aggregated answers and ordered topics by priority.

Some of the key findings included:

- ✓ Generally, respondents feel positive about the quality of life in Revelstoke, with an average score of 8/10.
- ✓ However, the sentiment around the trajectory of the quality of life indicates that 47% of respondents feel that it is getting worse.
- ✓ Community members rank housing as their top priority. This was indicated quantitatively in terms of respondents assigning a level of importance to this topic as well as being reflected in long form feedback.
- ✓ Other key priorities in descending ordering include, mental health & wellbeing, income & employment, and food security.
- ✓ Two areas where there was quite a bit of consensus:
 - 86% of respondents either agree or strongly agree that tourism results in an increase in the cost of living.
 - At the same time, 74% of respondents also either agree or strongly agree that increasing the number of tourists improves the local economy.

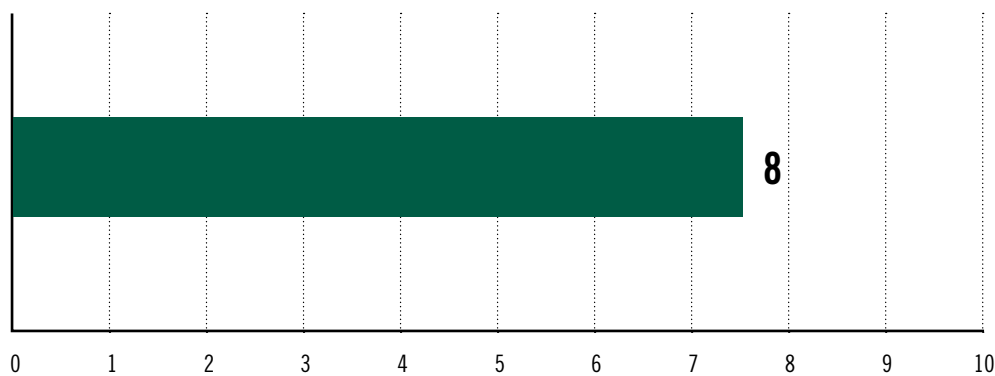


RESIDENT SURVEY RESULTS

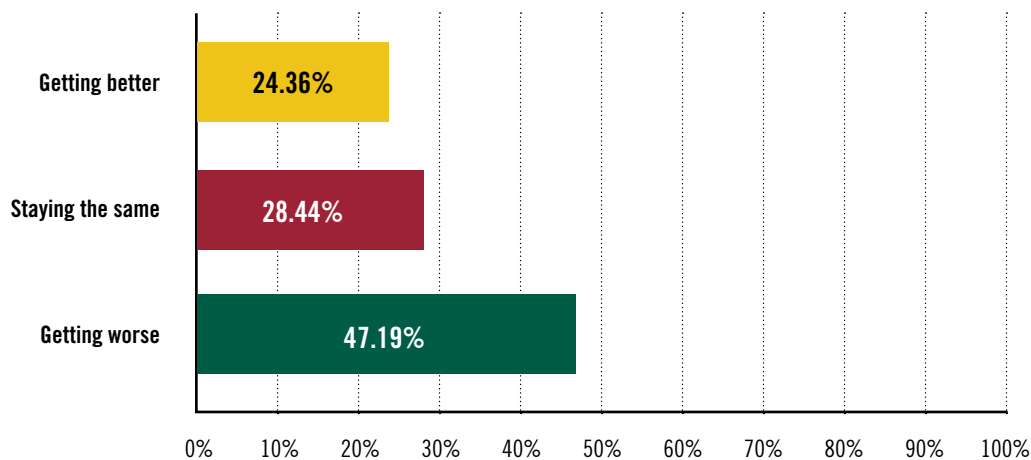
A survey was distributed both on and offline throughout the Revelstoke community to gather feedback about community sentiment, key issues and to better understand a collective vision for the future.

1 How do you currently feel about the general quality of life in Revelstoke?

(1=horrible quality of life; 10=amazing quality of life)



2 How do you feel about the trajectory of the quality of life in Revelstoke?



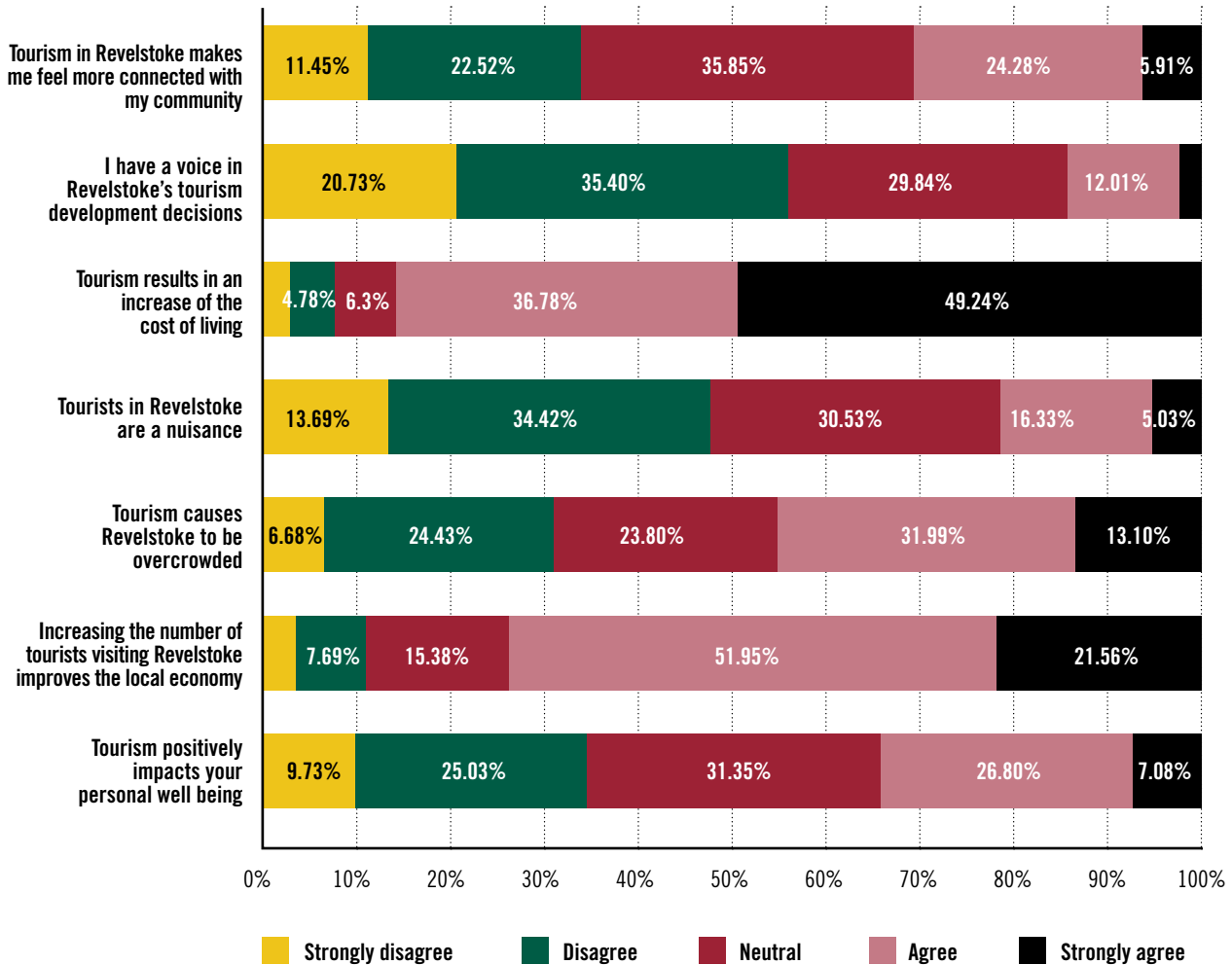
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What would the world miss if Revelstoke didn't exist?



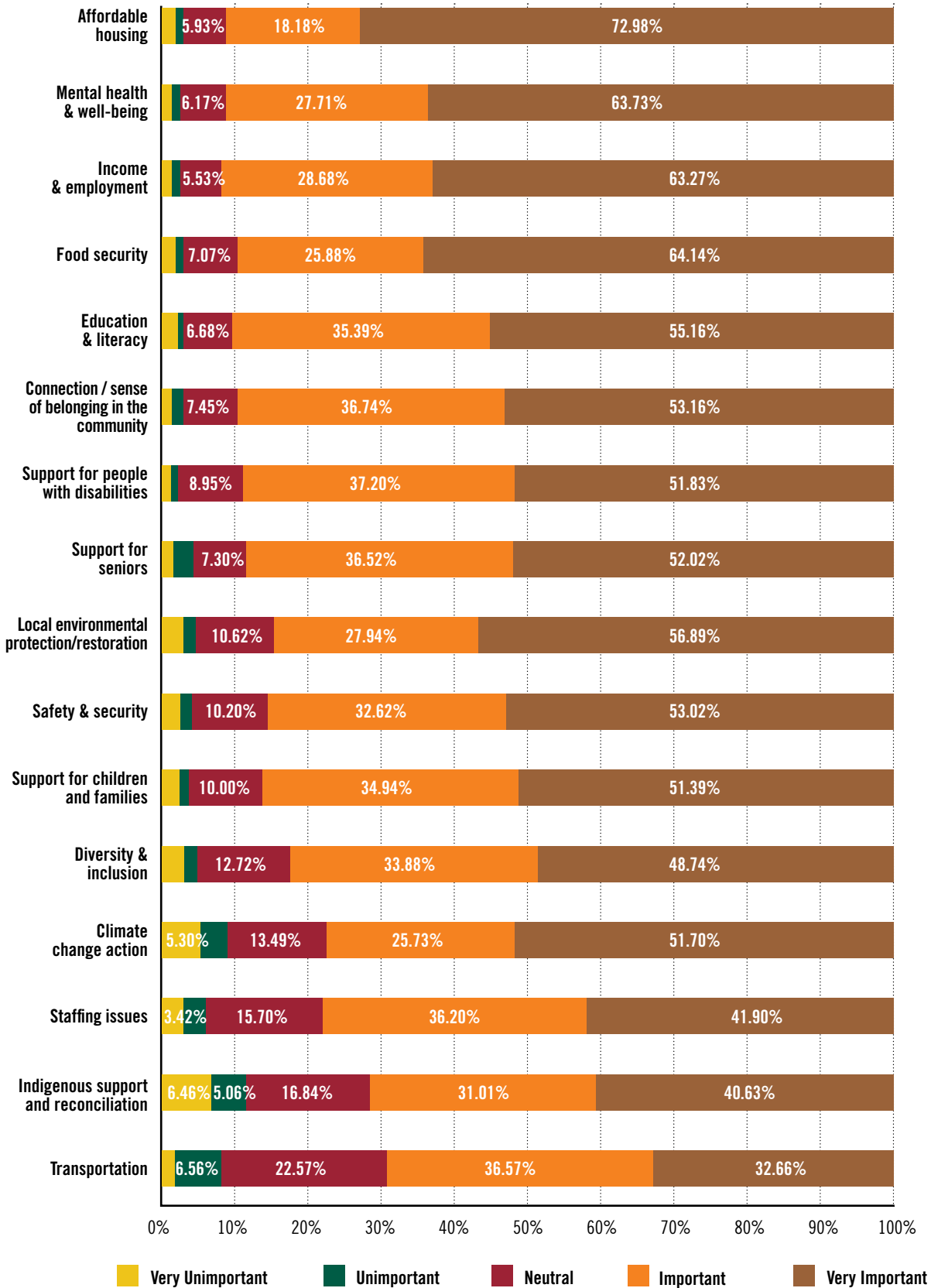
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Please rate your level of agreement with the following statements.



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How important are the following priorities?



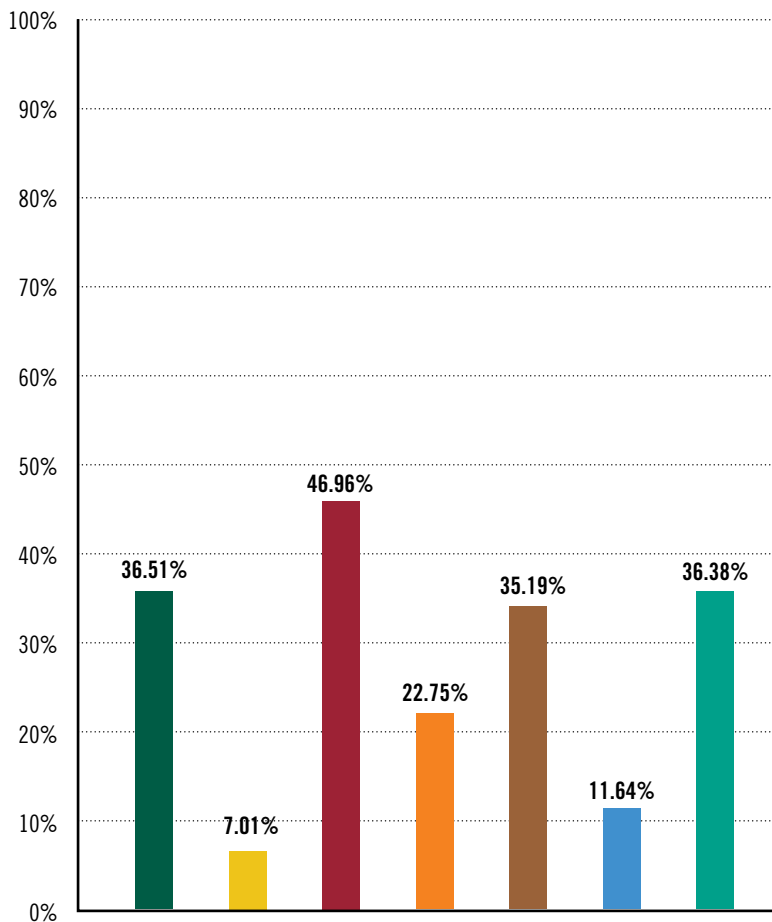
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Are there any other high priorities not listed above?



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What kind of traveller do you think best aligns with Revelstoke (pick 2)?



- **Cultural Explorer:** a very active traveler who enjoys frequent weekend escapes. Always on the move, immersing themselves in nature, local culture and history.
- **Cultural history buff:** striving to go beyond their own roots to understand the history and culture of others.
- **Free spirit:** a thrill-seeking hedonist, travel satisfies their insatiable need for the exciting and the exotic.
- **Gentle explorer:** likely to return to past destinations and enjoys the security of familiar surroundings. They appreciate convenience, relaxation and typically look for all the comforts of home.
- **No-hassle traveler:** A bit of an escapist, they search for worry-free and secure travel. Looking for relaxation, simplicity, and a chance to experience the outdoors with family and friends.
- **Rejuvenator:** Consider travel as a chance to totally disconnect and get away from it all. When they travel, they want to stay in top hotels where they are most comfortable and secure.
- **Authentic experienter:** This travel type is something of an improv artist, exploring nature, history and culture, all on the path to personal development.

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What does a thriving Revelstoke look and feel like in 2073?



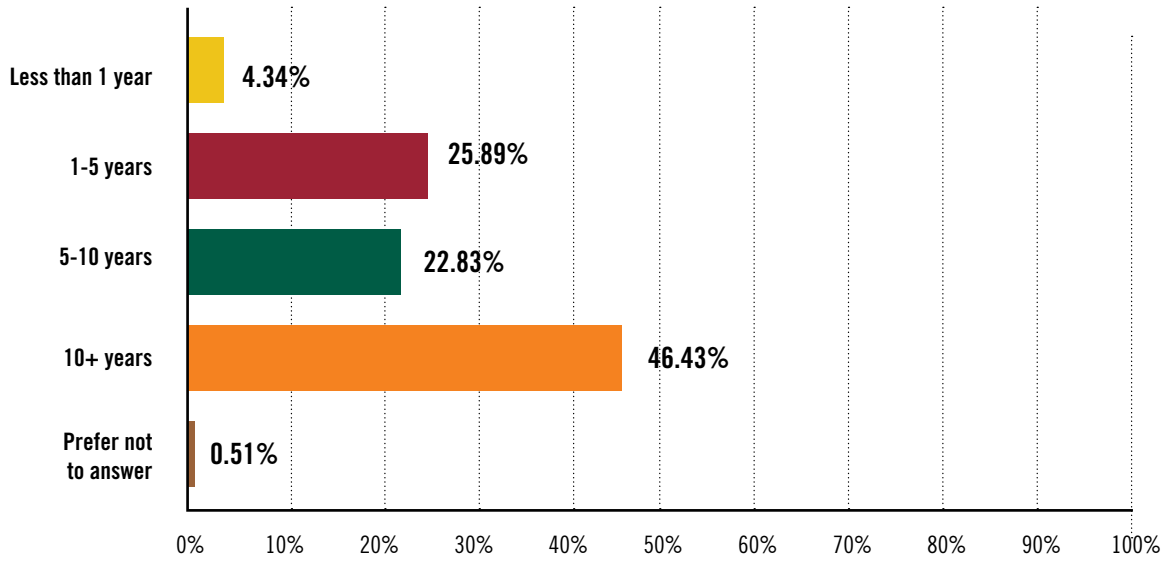
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How would you like to be involved in making decisions around shaping the future of Revelstoke?



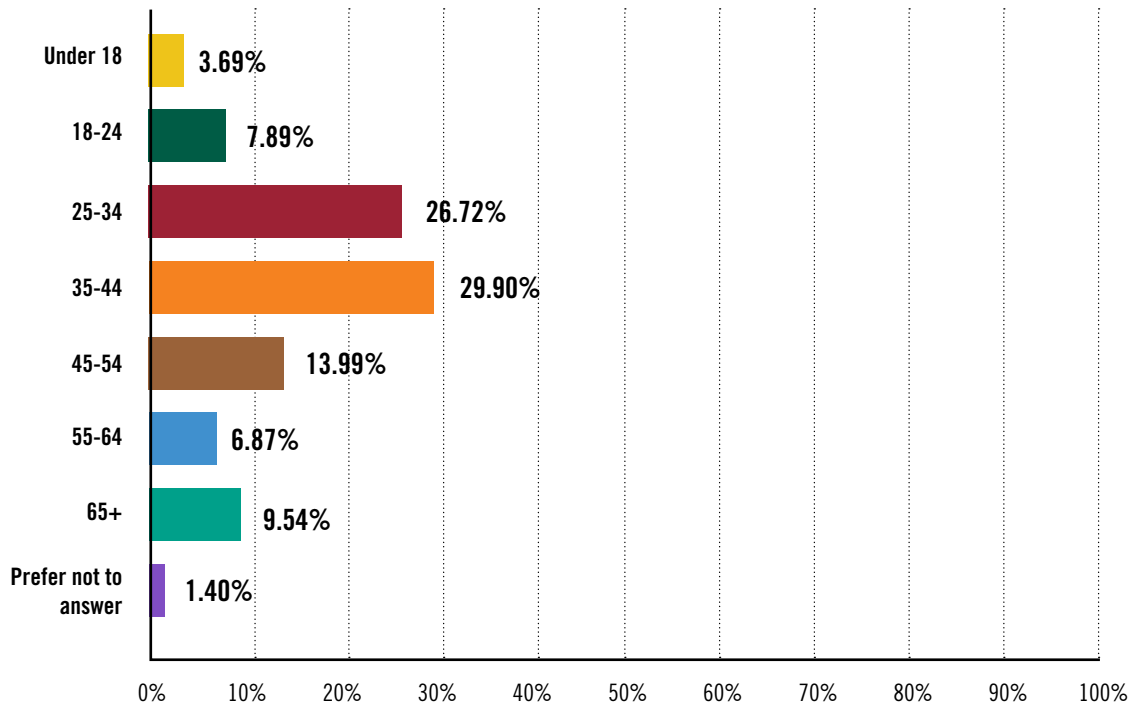
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How long have you lived here?



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What is your age?



REVELSTOKE.