

Stakeholder Survey 2021

A total of 38 stakeholders took part in the 2021 Stakeholder Survey, asking stakeholders about Tourism Revelstoke's work conducted in 2020. (-2.5% respondents YoY)

(Q1) What sector do the stakeholders belong to?

21% Hotel & Accommodations

21% Non-Profit Organization or Club

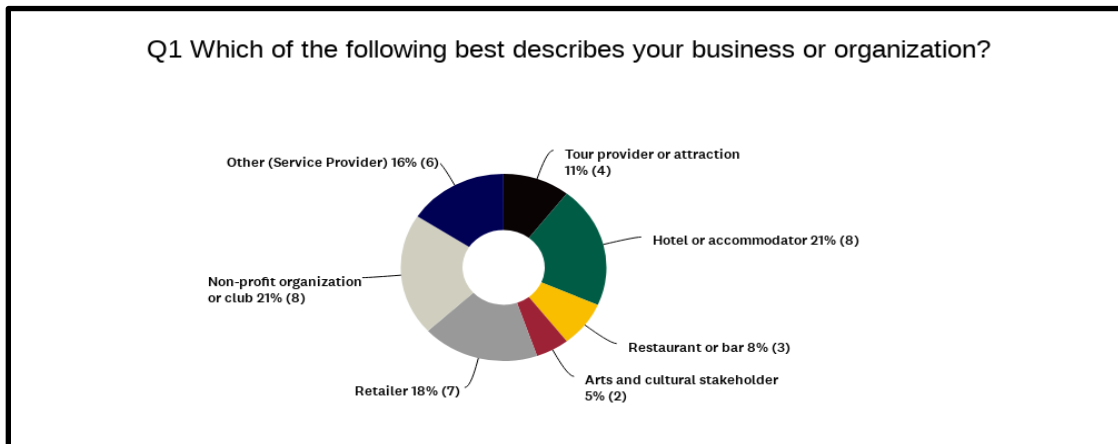
18% Retail

11% Tour Provider & Attraction

8% to Restaurant & Bar

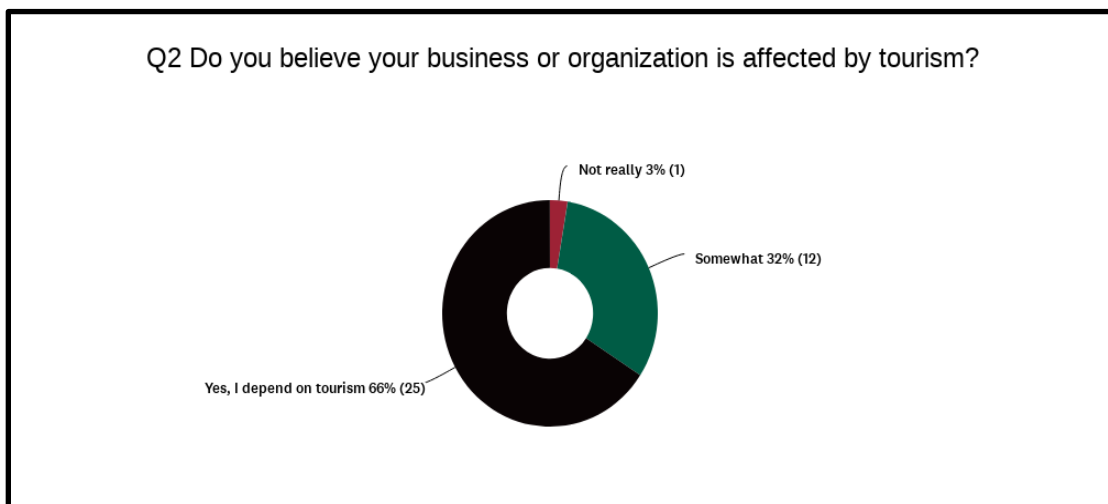
5% to the Arts & Culture

16% considered themselves as 'Other' - most of them within a Service Provider sector



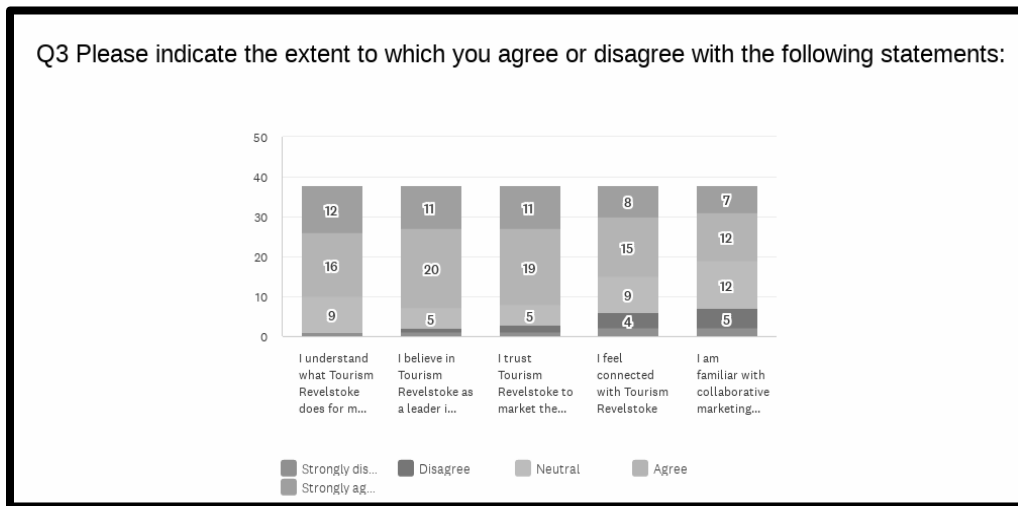
(Q2) Is your business/ Organization affected by tourism?

- 66% of stakeholders identified that they are dependent on tourism
- 32% said it only somewhat affects them



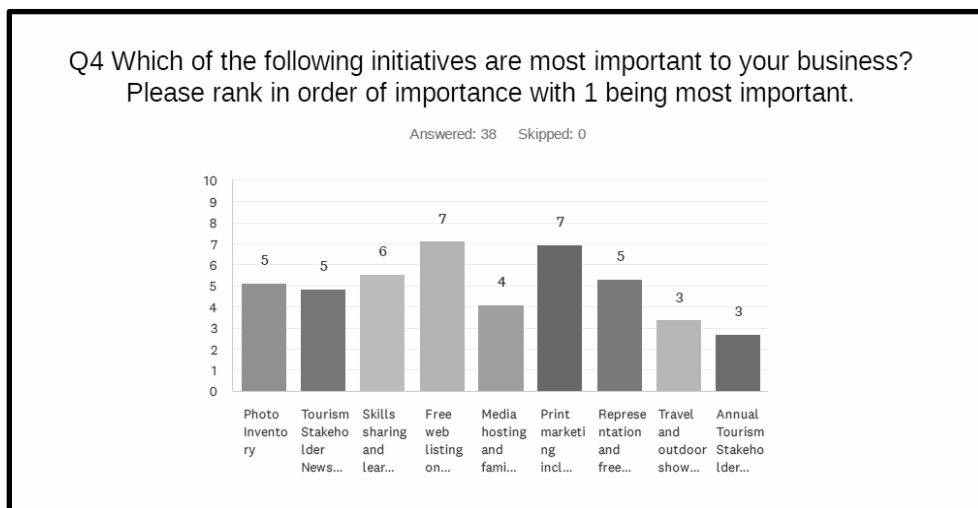
(Q3) To what extent do you agree with the following statements?

- When asked if respondents understand what Tourism Revelstoke does for their business, 74% of respondents agreed or strongly agreed (-10% YoY)
- When asked if respondents believe in Tourism Revelstoke as a leader in the tourism industry and the community, 82% of respondents agreed or strongly agreed (+8% YoY)
- When asked if respondents trust Tourism Revelstoke to market the destination and help their business thrive, 79% of respondents agreed or strongly agreed (+11% YoY)
- 16% of respondents indicated they do not feel connected to Tourism Revelstoke (6% more stakeholders feel disconnected YoY)
- 50% of respondents indicated they are familiar with the collaborative marketing initiatives offered by Tourism Revelstoke (-19% YoY)



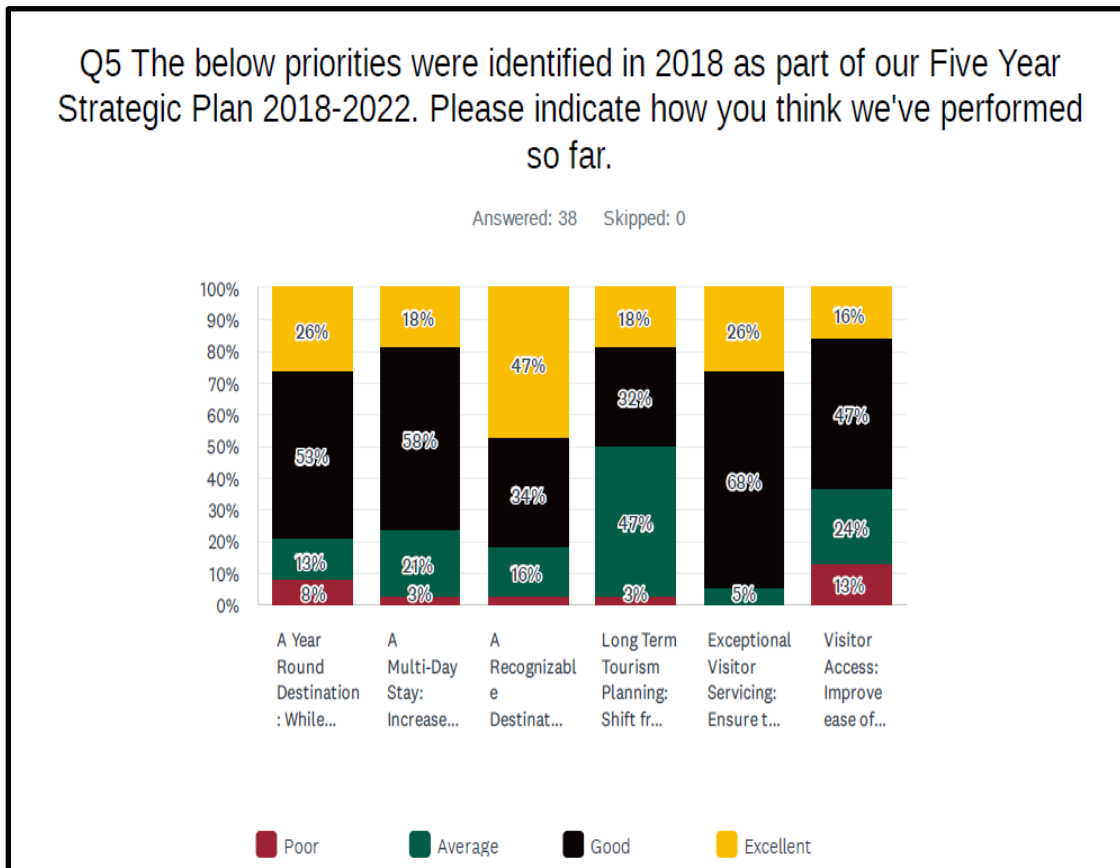
(Q4) What tourism initiatives are most important to your business or organization?

- Free web listings and print marketing remain the most valued Tourism Revelstoke initiatives, closely followed by skills sharing and learning opportunities in partnership with DBC and Kootenay Rockies Tourism



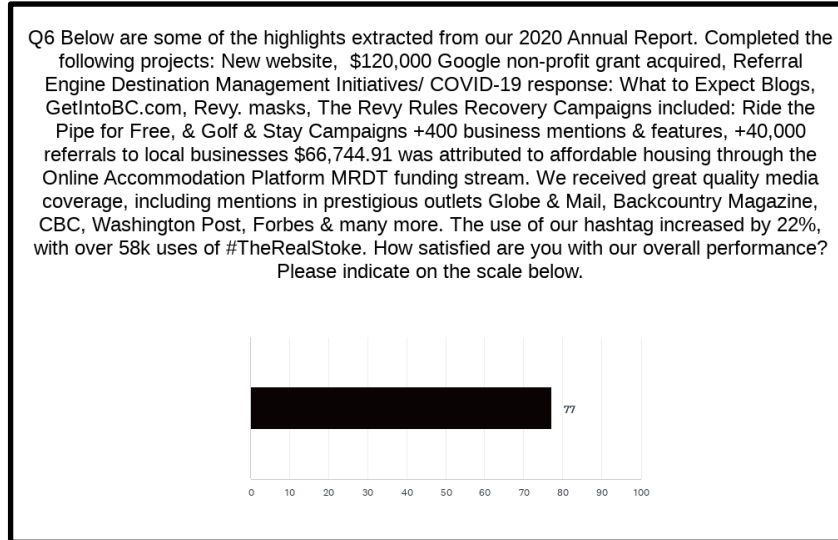
(Q5) Performance regarding our Five-Year Strategy?

- Overall, respondents felt there had been good performance in reaching the strategic priorities of the Five-Year Strategic Plan 2018-2022
 - 50% of respondents felt performance on Long Term Tourism Planning was poor or average (**Compared to last year where 41% felt this way, this shows that an even larger percentage of stakeholders feel as though we need to do better here**)
 - 37% of respondents felt performance on Visitor Access including ease of transportation into, out of, and around Revelstoke was poor or average (**Compared to last year, that number was 51%, which shows that stakeholders feel as though we are doing better in this priority**)
 - 58% of respondents felt that performance in multi-day stay was good and 53% felt that performance regarding a year-round destination was good.
 - Exceptional Visitor Servicing continues to rank high, with **94%** of our stakeholders feeling as though our performance is good or excellent.
 - 47% of respondents felt we had performed best in achieving a recognizable destination brand (**+24% YoY**)



(Q6) Satisfaction with the overall performance of 2020?

- We received a **77% satisfaction rate** based on our performance in 2020 and key outcomes of our 2020 Annual Report. (+2.7 YoY)

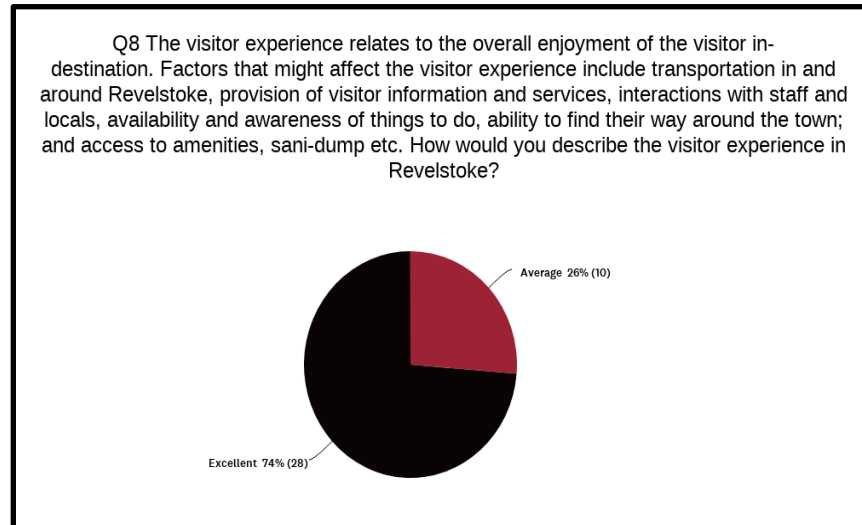


(Q7) What areas would you like us to focus on (or improve on) going forward?

- Respondents identified shoulder season growth, equal representation of sectors within Revelstoke in marketing, and destination management as priorities.
 - Destination management included ease of transportation & green transportation, housing advocacy, camping infrastructure, public access to Lake Revelstoke
 - Equal representation of activity sectors including water sports (paddling, kayaking, canoeing, rafting, fishing), Arts (bi-annual meeting w Arts Revelstoke + more support with festivals), and downtown businesses (further support to micro-businesses).

(Q8) How would you describe the visitor experience in Revelstoke?

- When asked to rate the visitor experience in Revelstoke, 74% said it was excellent (+34% YoY).

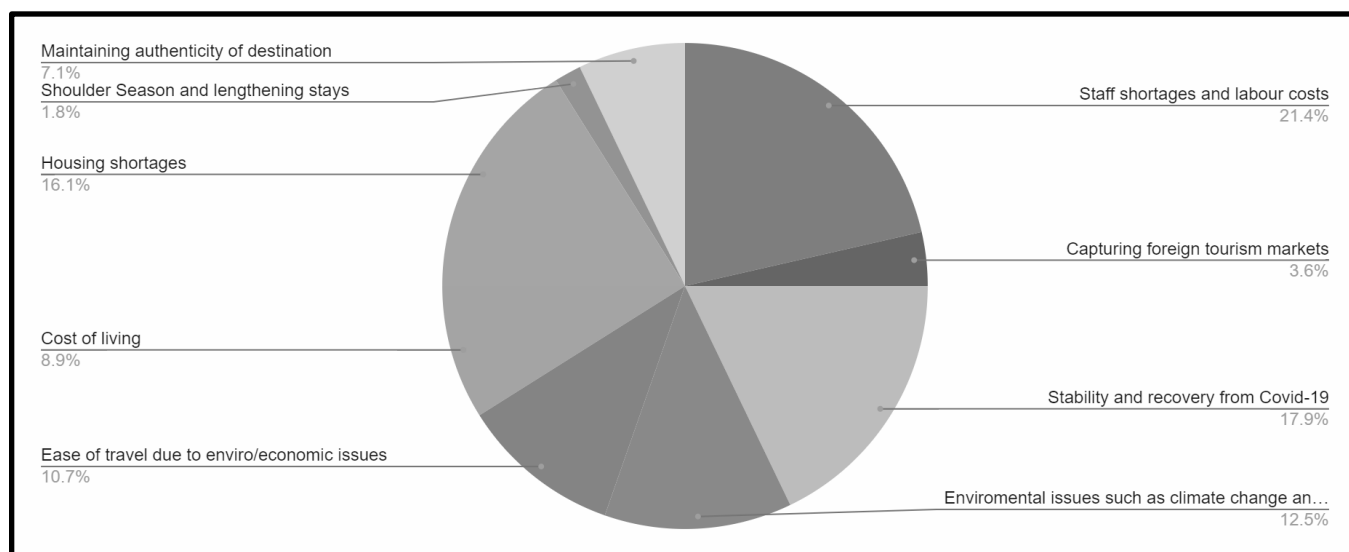


Explain reason for average response - critical responses:

- Minimal access to taxi cabs, bus service, shuttle service in the evenings, horrible airport transfer service Revy - Kelowna and return
- The challenge of addressing what tourism promises to what the real experience remains but the shift in destination management should address this. Hopeful and glad that this is the direction.
- Accommodation isn't super affordable (in winter at times not available), amenities (non-summer bathrooms, and shower options for RV/ Van campers are often locked or not available). We have tons of turnover and a shortage of workers (makes interactions with staff who are newer a bit less effective). The training provided this year and last for tourism staff will assist tremendously with this segment.
- I think we need to improve the Resort Shuttle service. Specifically, increased frequency and possibly a free shuttle
- We could benefit from a "do not idle" campaign and "do not idle" signs attached to our existing parking signposts etc. POW could be an excellent partner for this
- Keeping downtown with the character and vibe it has is critical and I hear this every day all year from visitors. Keeping chains out and businesses run by locals who live here also super important as time goes by. The city needs to stick to their planning docs making retail at Mackenzie Village for convenience shops only and not for brand retail for that could easily kill downtown

(Q9) What do you think is the greatest challenge for our tourism industry in the next five years?

- The greatest challenge identified was staff shortages and labour costs, followed by stability and recovery from Covid-19
- Other challenges common among responses included housing shortages and unaffordable accommodations as well as environmental issues related to climate change and the economic repercussions associated



(Q10) Additional comments

Positive:

- I hear on a positive note, quite a lot, is tourists love and appreciate is FREE parking.
- Thanks for the survey and for working hard through covid and natural disasters. Loved the #takeoutrevy promotion, and the bike trail building initiative. It's always a great use of funds when they're spent directly with businesses.
- Love seeing the team involved in a wide variety of community groups, meetings, initiatives, etc. Kudos! Also, staff are very bright and good at what they do.

Critical:

- I graded #3's "I feel connected to Tourism Revelstoke" because it is funded by the MRDT, the MRDT is controlled by the RAA and the RAA is an exclusionary group of hoteliers who only represent a fragment of the tourism industry in Revelstoke. Their voice is disproportionately represented, and this was never the intent of the MRDT. For them everything is about heads in beds, and that is far from a holistic approach to meeting the tourism needs of this community.
- Improved public transport year-round day and night from the resort to town via the new shopping center at Arrow Heights
- We also need to market Revelstoke as an attractive place to work at the lower-paid job levels, or our level of service will continue to drop as we will be continually short-staffed