

2021 VISITOR EXPERIENCE SURVEY RESULTS

The 2021 VE Survey received 637 responses and returned an NPS score of 80, putting Revelstoke in the ‘world-class’ category as a destination. As well as lots of very positive feedback, the survey included some feedback from visitors on challenges and suggestions for improvements.

When calculating the weight to give each noted challenge or suggestion for improvement, it’s important to note that while the survey received a significant number of responses, this is a small fraction of the total number of visitors to Revelstoke. It could be inferred that for each response many more visitors felt the same way and had the same experience.

This data will be useful to include in future planning to capture the visitor experience perspective.

Visitor Challenges

No challenges - 48.2%



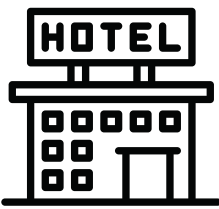
Weather - 15.2%



Cost of meals and experiences - 12.2%



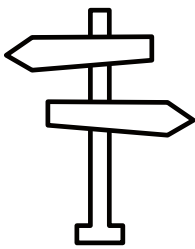
Accommodation - 9.6%



Finding things to do - 6.8%



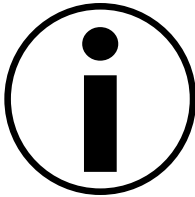
Signage and directions - 4.7%



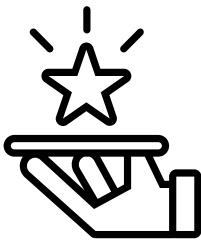
Transport around town - 4.4%



Access to visitor information - 3%



Quality of services - 1.6%



Language barriers - 0.9%



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Challenges

Suggestions for Improvements

There were 43 responses in the 'Other' box for visitor challenges.

Visitors made 97 actionable suggestions

21

- visitors noted challenges with:
- Getting into restaurants, including getting a table and queuing
 - Lack of restaurants and businesses open, particularly Sunday to Wednesday
 - Business hours being too short, notably closing too early



12

visitors suggested addressing the issue of business hours and lack of availability, particularly early in the week, would improve their experience

5

visitors noted challenges with highway construction and getting into Revelstoke



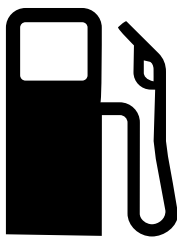
14

visitors made suggestions on roads and highways:

- Earlier signage on Hwy 1 for Eastern Access (2)
- Better signage for attractions and roads (3)
- Better signage for VIC (4), MRNP (2), RMR (2)
- Better signage and roads to Moses Falls

3

visitors shared that the price of gas was a challenge

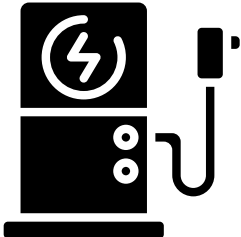


3

visitors suggested cheaper gas would improve their experience

3

visitors noted that they found access to electric vehicle chargers to be limited



1

visitor suggested adding more EV charging stations

3

visitors noted that they found dog related services including dog parks and dog friendly venues to be a challenge



6

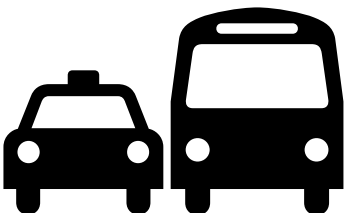
visitors said improved dog facilities would be beneficial:

- Multiple suggestions of a fenced in off-leash dog park
- More dog friendly venues and activities

2

visitors said around-town transport was a challenge:

- Taxis not available when needed
- Shuttles not on time



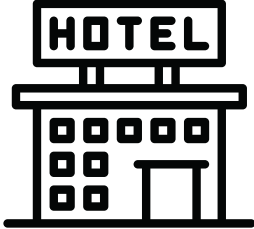





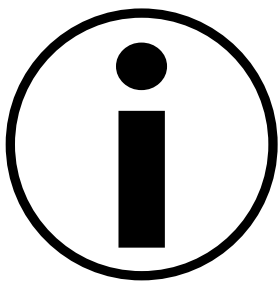
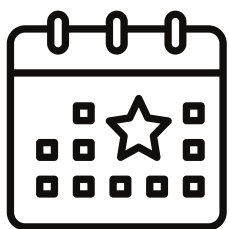
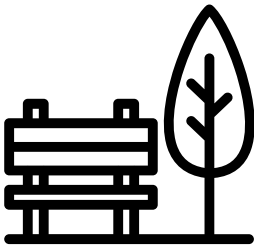


6

visitors made suggestions on public transport:

- Better public transport downtown
- Free transportation from downtown to RMR
- Resort shuttle more punctual with a clearer timetable

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Other suggestions for improvements:

	8	<p>visitors suggested changes to accommodation that would improve their experience, including:</p> <ul style="list-style-type: none">-Support when having to stay last-minute-More room availability- A hostel option <p>- More options for longer term accommodation, such as monthly rentals</p>
	8	<p>visitors made suggestions relating to things to do:</p> <ul style="list-style-type: none">- More down day/cloudy/rainy day activities- Clearer itinerary suggestions <p>- More family activities including tobogganing and kid's playgrounds</p> <p>- More information at hotels for things to do</p>
	7	<p>visitors suggested changes to housing would improve their experience, including:</p> <ul style="list-style-type: none">- Addition of housing for seasonal workers- Construction of additional housing- More affordable housing- Lower real estate prices
	5	<p>visitors suggested changes to parking:</p> <ul style="list-style-type: none">- More parking downtown <p>- More overnight parking areas including for RVs</p> <p>- Extend parking hours downtown to 11PM/midnight to allow for fuller nightlife experience</p>
	5	<p>visitors suggested improvements in packages and deals:</p> <ul style="list-style-type: none">- More accom + attraction + meal packages- More experience packages for families <p>- Senior based pricing to make dining and activities more accessible</p> <p>- More incentives, particularly to encourage shoulder season visitation</p>
	5	<p>visitors suggested improvements to trails:</p> <ul style="list-style-type: none">- Additional bike paths- Build a pump track- More dirt biking trails- Better wheelchair access on trails
	5	<p>visitors suggested improvements to visitor information:</p> <ul style="list-style-type: none">- More info on local campgrounds- Better descriptions for hiking trails outside of NP <p>- Better communication of holiday restaurant schedules</p> <p>- More available details on lesser known activities</p>
	4	<p>visitors suggested improvements to events:</p> <ul style="list-style-type: none">- Better advertising and promotion of events- More events in Revelstoke (2)- Return of evening music in the summer
	3	<p>visitors suggested changes to national parks:</p> <ul style="list-style-type: none">- Better information on finding entrance to MRNP online <p>- Longer opening hours for National Parks Information Centres</p>
	3	<p>visitors suggested improvements in relation to languages:</p> <ul style="list-style-type: none">- Better help with languages for foreign visitors- More French around town- More leaflets in French
	2	<p>visitors suggested offering free wifi downtown would improve their experience</p>