



# TOURISM SENTIMENT SURVEY SUMMARY - #1

July 10, 2020



As provincial health authorities slowly and methodically lift travel restrictions, it was critically important for Nelson and Kootenay Lake Tourism (NKLT) to understand residents' thoughts and feelings about visiting local businesses and welcoming visitors back to the region.

NKLT ran their first Resident Sentiment Survey from June 16 to July 9, 2020. Below are some of the findings, as well as an overview of our methodology and next steps.

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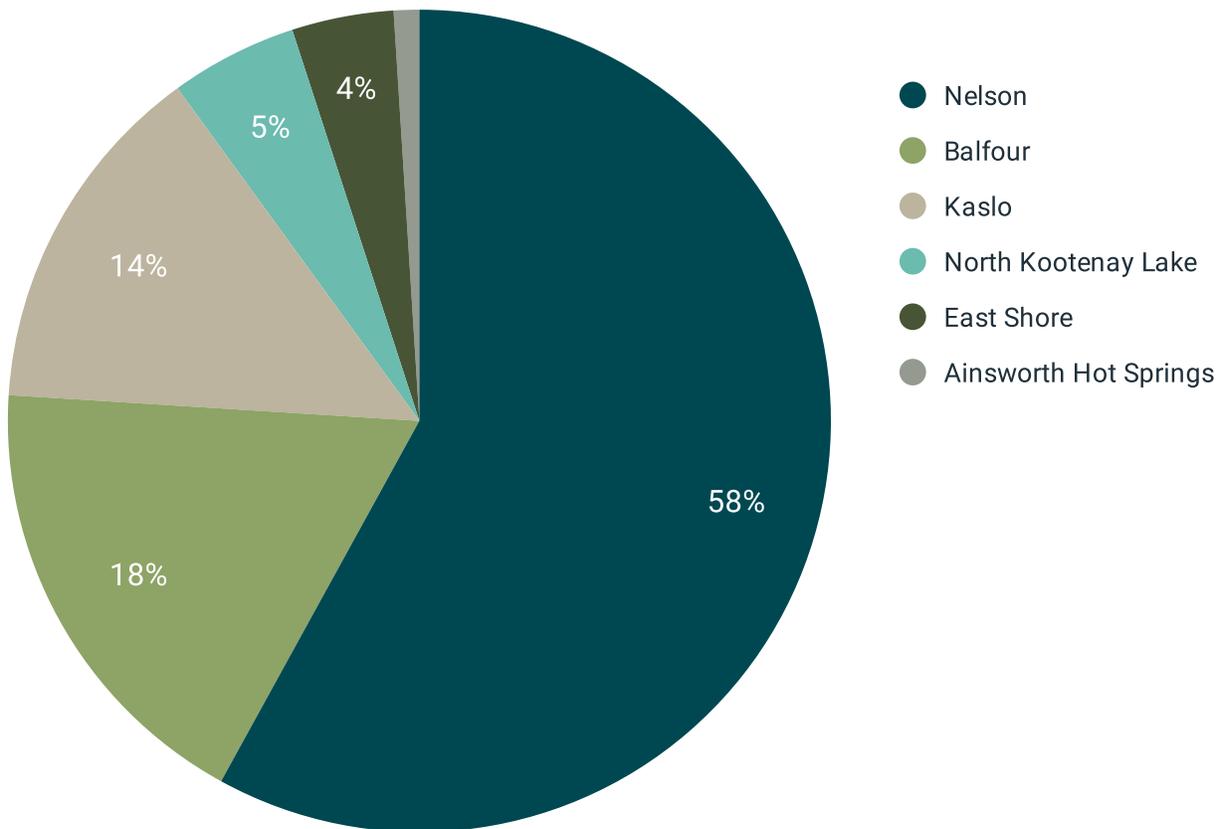
## METHODOLOGY

NKLT ran Sentiment Survey #1 which collected responses on a variety of COVID-19 related tourism and local business questions. Responses were gathered through community outreach, an email campaign, social media post and organic reach.

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## RESPONDENTS

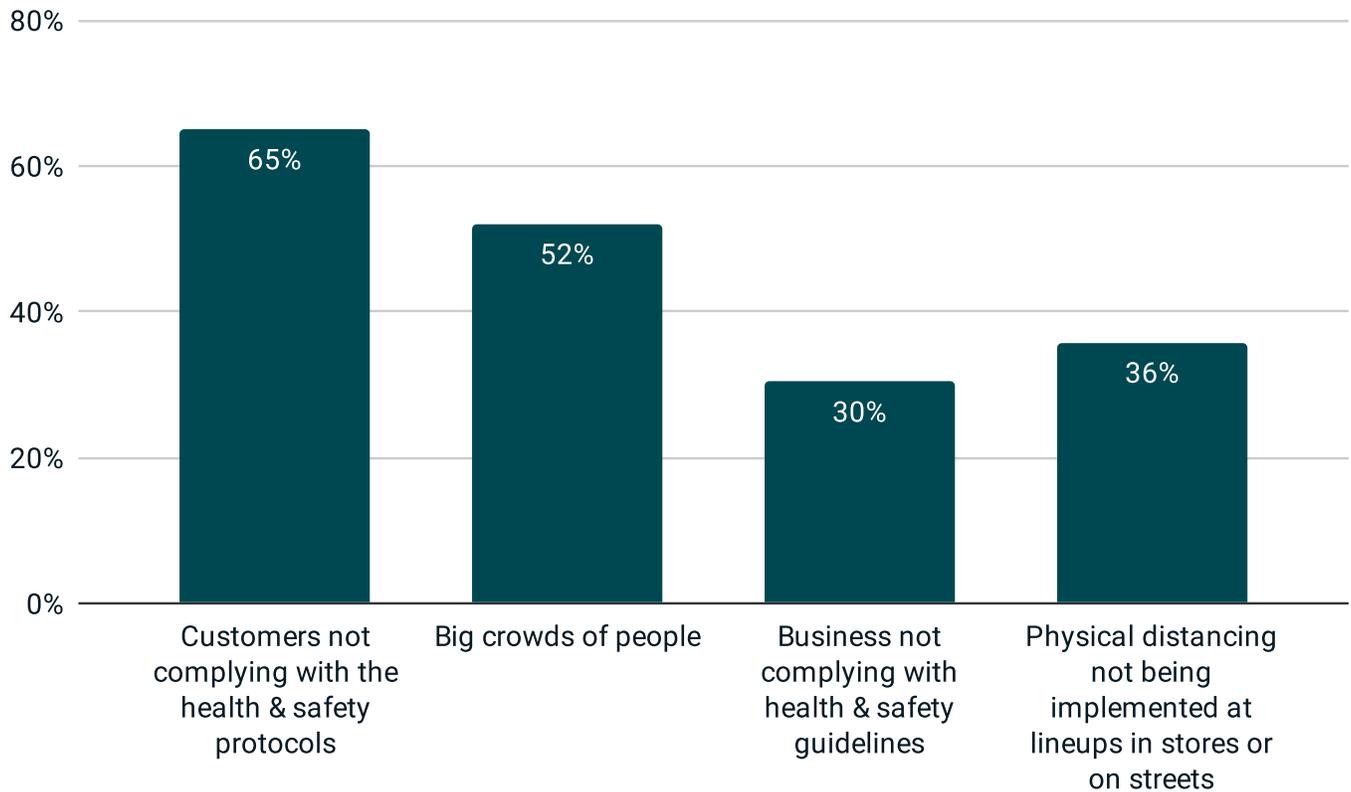
- » 486 respondents were reached. 58% per cent of all responses were from Nelson, 18% Balfour, 14% Kaslo, 5% North Kootenay Lake, 4% East Shore, and 1% Ainsworth Hot Springs.



- » Primary age group of respondents was 55-64 at 28%, followed closely by 45-54, 35-44 and by 65+. 25-34 satisfied 10% of the respondents.
- » Business owners were 63% of the respondents and nonbusiness owners were 37%.

## LOCAL SUPPORT AND COMFORT

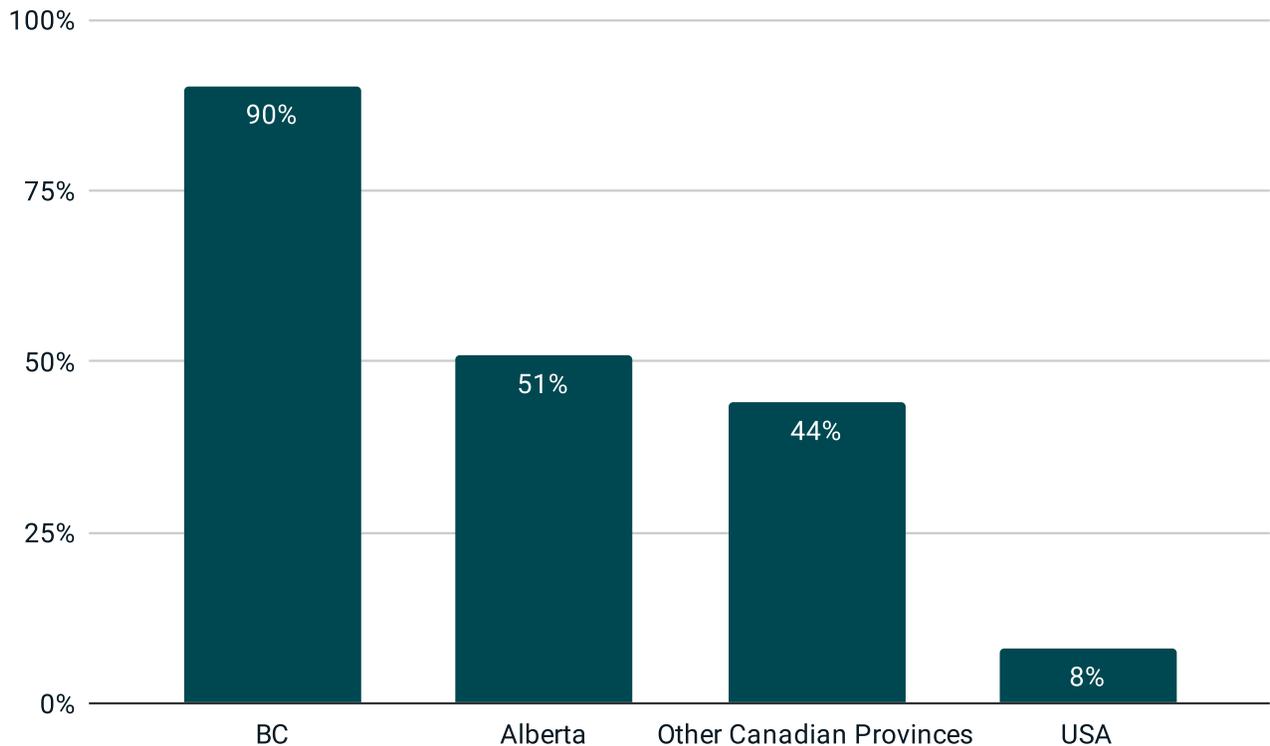
- » Respondents were 96% in favour of supporting local businesses.
- » 74% were comfortable visiting local businesses and 9% uncomfortable.
- » Concerns in visiting businesses were primarily based on customers not complying with the safety protocols, at 65%. 52% were concerned with big crowds and 36% concerned with physical distancing. 30% were concerned with businesses not complying.



- » Travelling in BC was comfortable for 65% of the respondents, with 14% uncomfortable.
- » Travelling to other provinces was comfortable for 37% and 47% uncomfortable leaving BC.

## WELCOMING VISITORS

- » 8% were not comfortable with any travellers in the region, but 90% were comfortable with BC travellers. 51% were open to Alberta travellers, 44% other Canadian Provinces, and 8% to USA visitors.



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## SUMMARY

- » Consumer Confidence is strong, but we need to work on educating customers on recommended protocols, and also improving compliancy at businesses.
- » People will be staying in BC and not travelling much to other provinces.
- » People are not overly eager to welcome from outside of BC yet.
- » Staycation messaging is essential to meet the sentiments of locals and their needs.

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## NEXT STEPS

- » Through July and August, NKLT will be focusing on visitors from nearby communities and from other parts of BC, rather than those from other parts of Canada.
- » NKLT has created a new message for businesses, locals and visitors, that reflects on the importance of continuing to follow the recommended safety protocols. This will be implemented in mid-July across the region in partnership with stakeholders, municipalities and organizations.
- » NKLT will continue to do sentiment surveys during the COVID-19 crisis to determine the communities' comfort levels regarding safety and welcoming visitors.
- » These survey results will help inform our recovery planning for tourism moving forward.
- » If you would like your community specific results analyzed, please send us an email and we will provide you a summary document.

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## CONTACT

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