



KIMBERLEY

TOURISM

From August 1, 2013 to Oct 1, 2013, Tourism Kimberley performed a visitor survey using funds from the Resort Municipality Initiative. Interviews have been conducted with approximately 600 visitors.

Respondents were interviewed in various locations throughout Kimberley including, the Visitors Centre, various festivals & events, trail heads, golf courses, and down town. The survey contained over 25 questions regarding:

- Purpose
- Transportation
- Sources to obtain information about the trip
- Activities
- Expenditure
- Accommodation
- Travel party
- Demographics.

Tourism Kimberley has also been recording detailed information from the visitors that have used the Kimberley Visitors Centre as an information source.

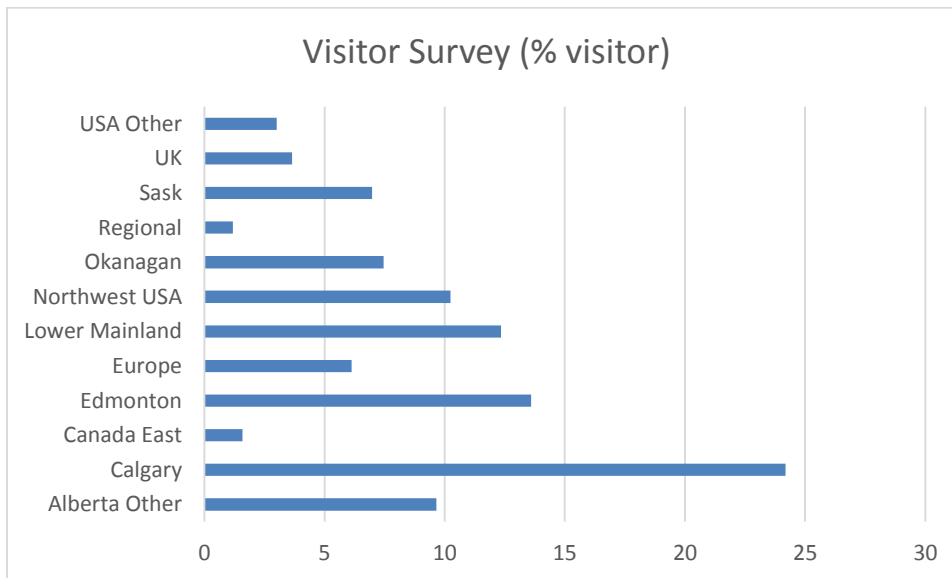
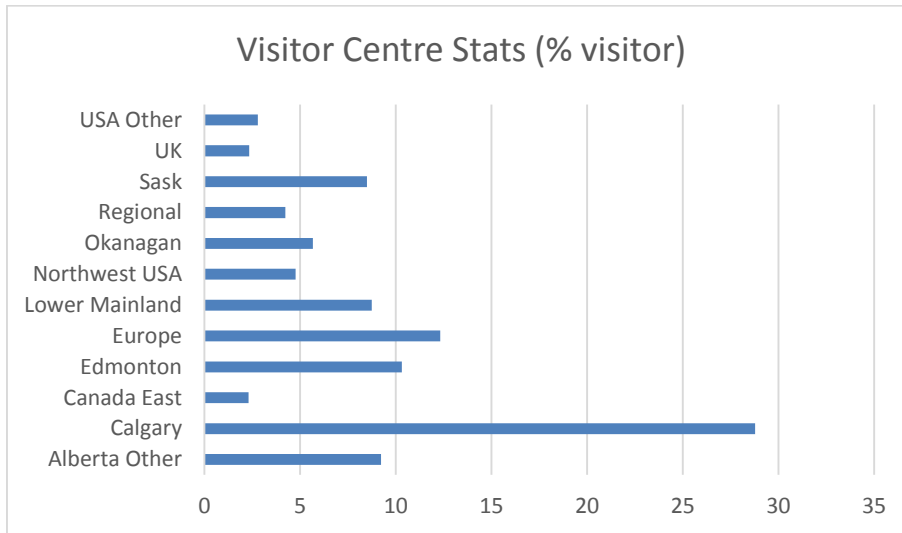
The following pages list the questions asked in the survey and, where applicable, the comparison with the Visitors Centre stats, and offer some analysis and notes. All bar graphs represent **percentage of visitors**.



KIMBERLEY

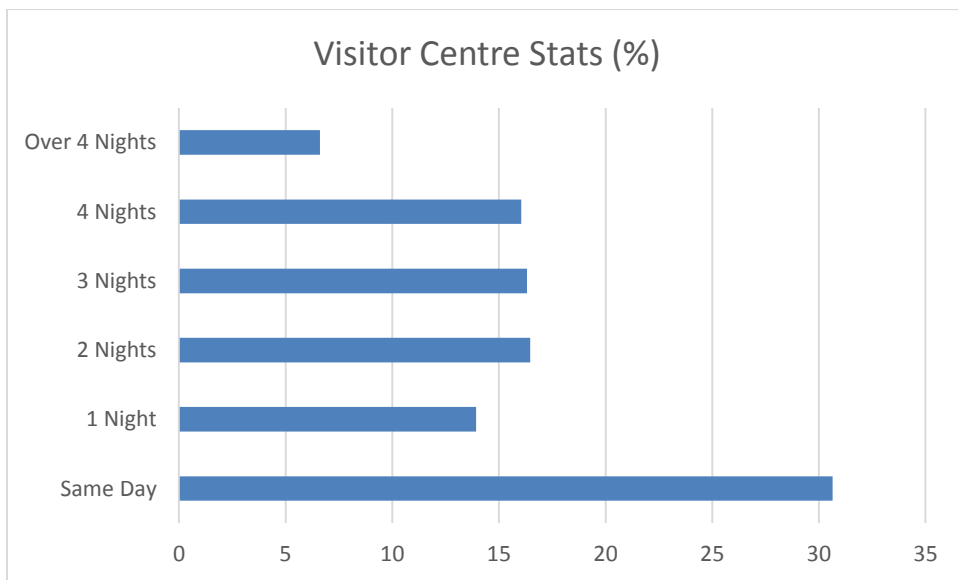
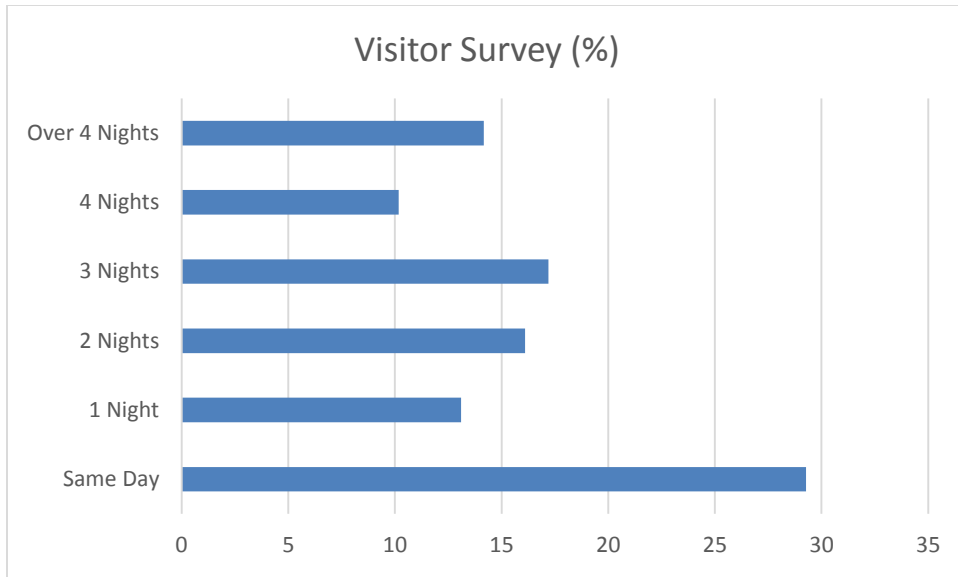
TOURISM

1. Where are you from?



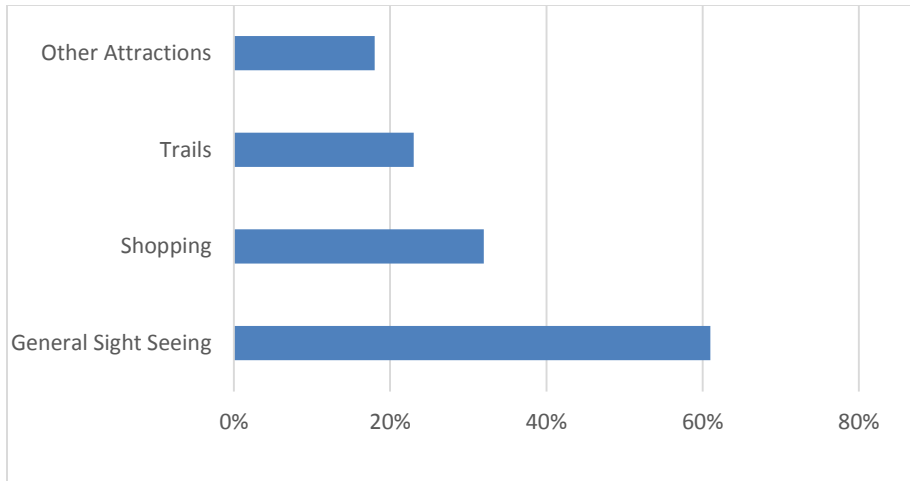
Both data collection methods (Visitors Survey & Visitor Centre Statistics) produced similar results. Calgary continues to produce the highest amount of visitors to Kimberley and Alberta, as a whole, makes up for an average of 48% of all our visitors. Other high-ranking visitation areas include, Saskatchewan (7.74%), the Lower Mainland (10.56%), and Europe at (10.22%).

2. How long will you be in Kimberley during this visit?

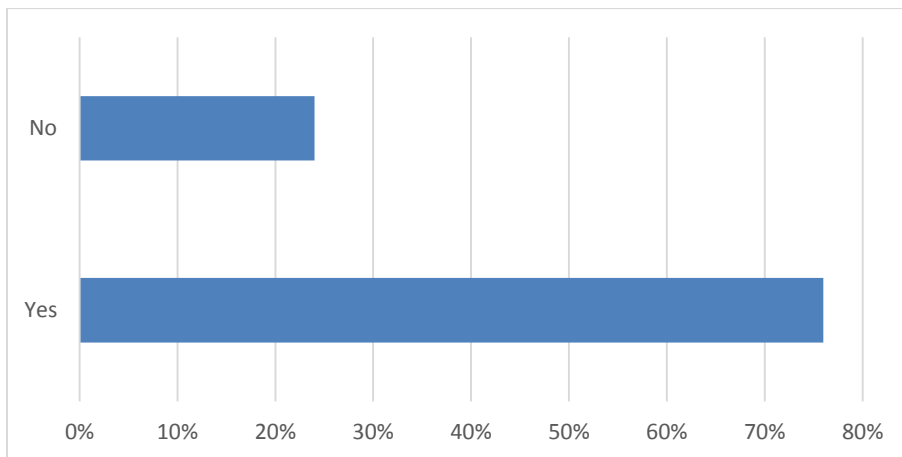


Of the total visitors interviewed during the time frame (Aug – Oct), 29.96% were only in Kimberley for the day. Of these visitors, a high percentage were staying in Fairmont or Radium and had decided to visit Kimberley for the day. Of the visitors that spent more than a day in Kimberley, the majority were spending two or three nights in the community.

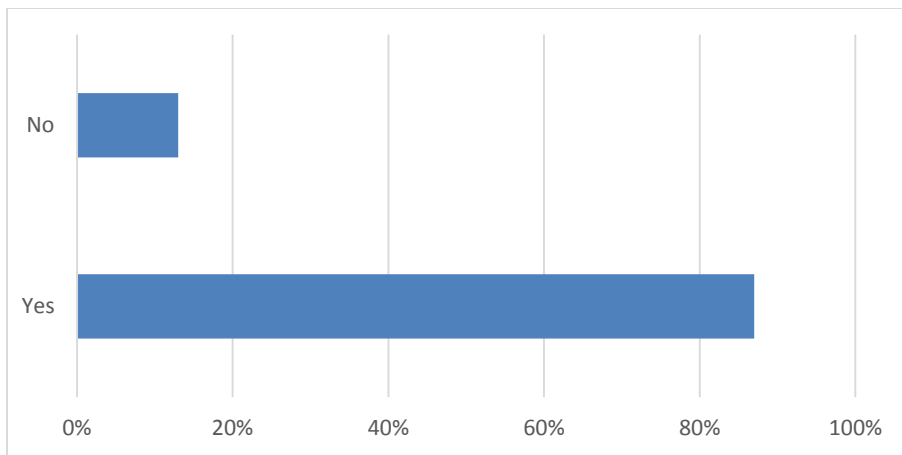
3. Question for day only visitors: What was your purpose for visiting Kimberley for the day?



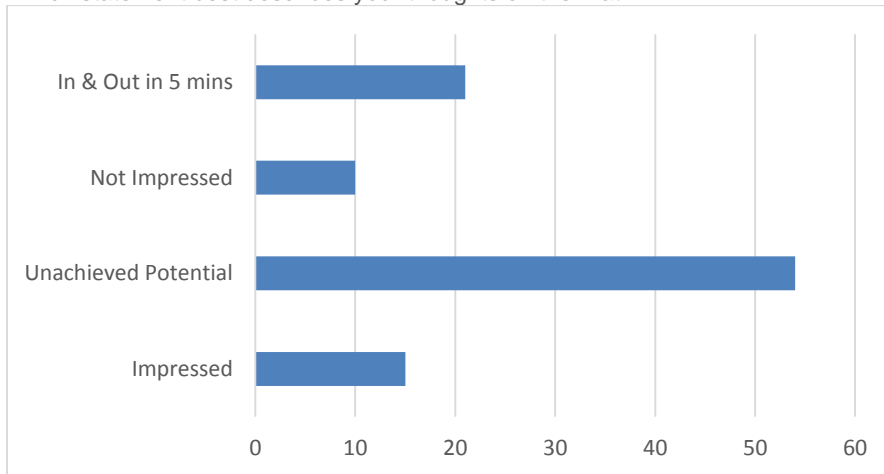
4. Question for day only visitors: Did your day trip include purchasing a meal in Kimberley?



5. Have you walked through the downtown area (Platzl)?

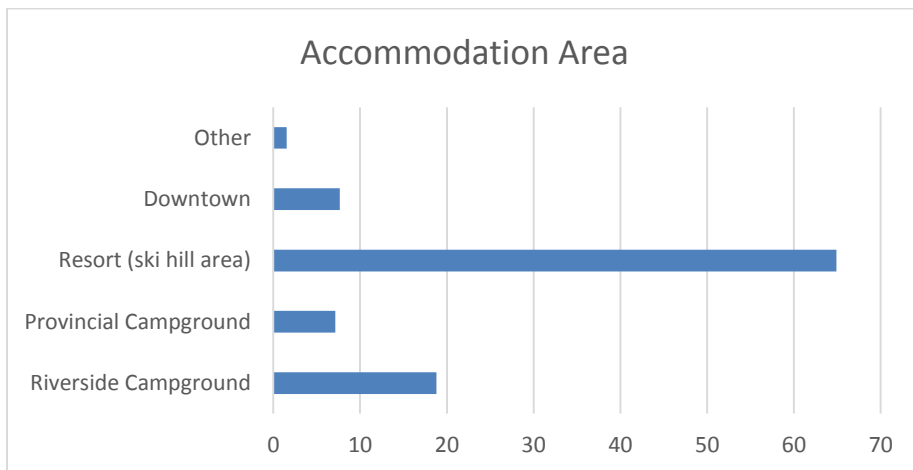
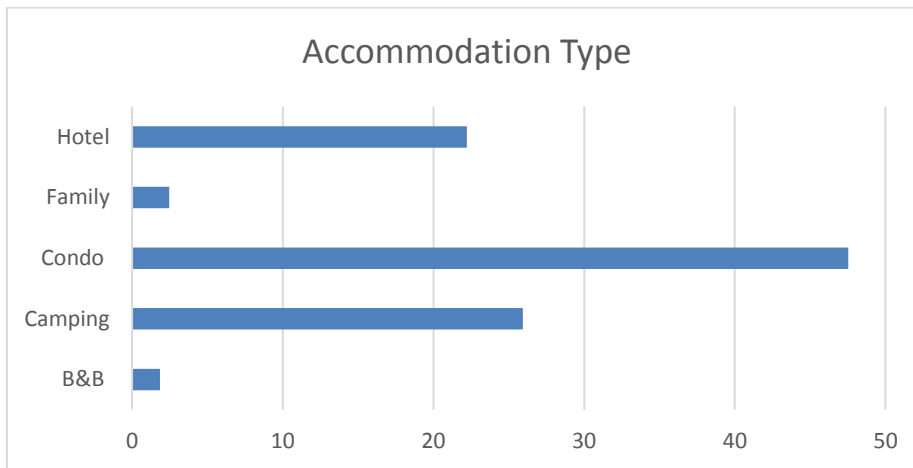


6. Which statement best describes your thoughts on the Platzl?

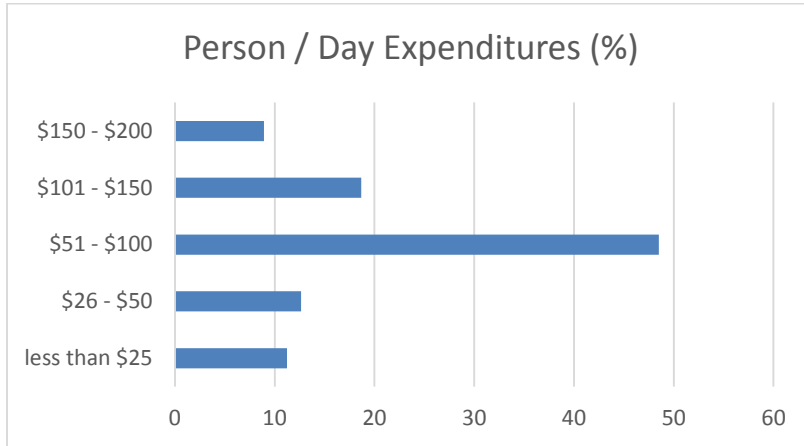


This question also asked the visitor if they would like to make any additional comments. The most popular was “the infrastructure is so nice but there is nobody down here”.

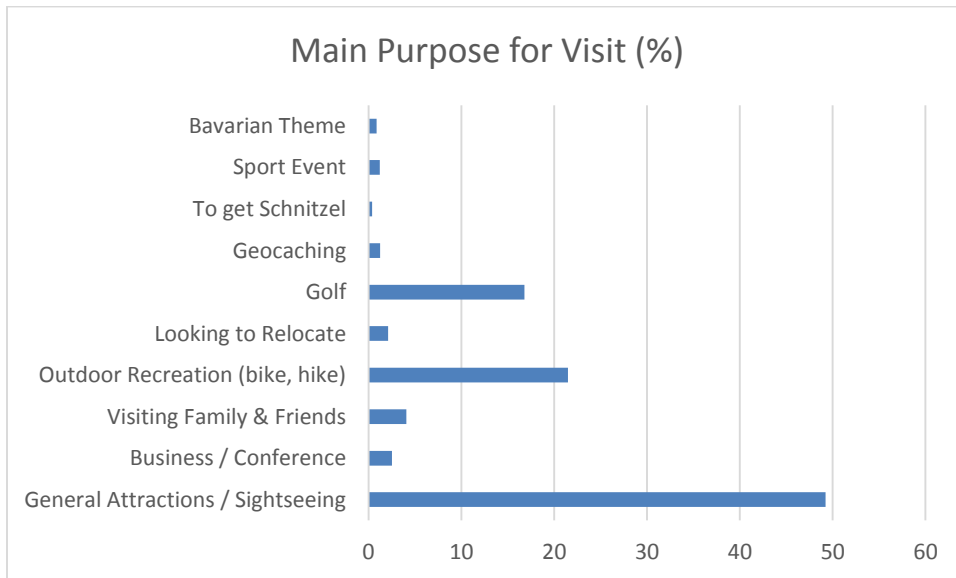
7. Accommodation Type / Accommodation Area



8. Please estimate the per person, per day expenditures while in Kimberley (including accommodation / camping).

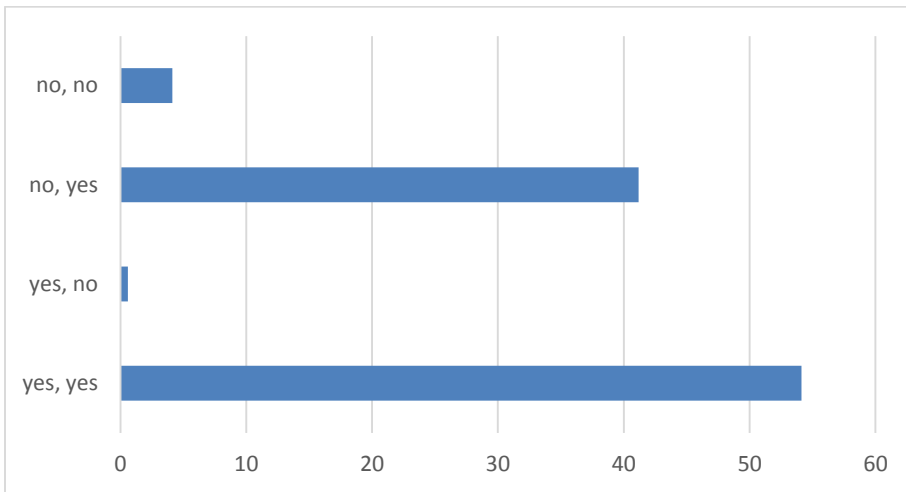


9. What was the main purpose for your trip to Kimberley?

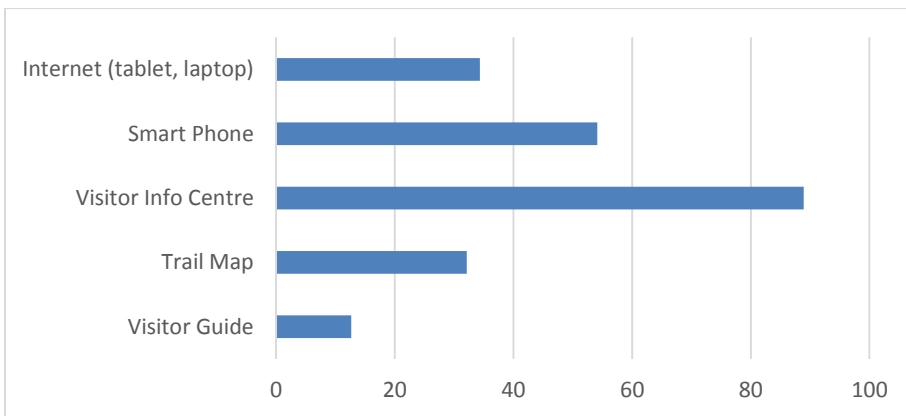


*Summer survey.

10. Was this your first visit to Kimberley? Will you return in the winter?

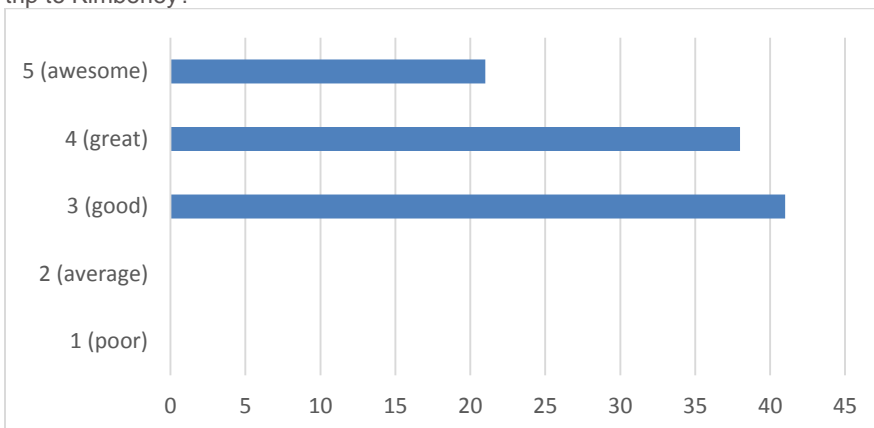


11. What information sources did you use with in Kimberley? (*visitors had option to choose more than one information source*).

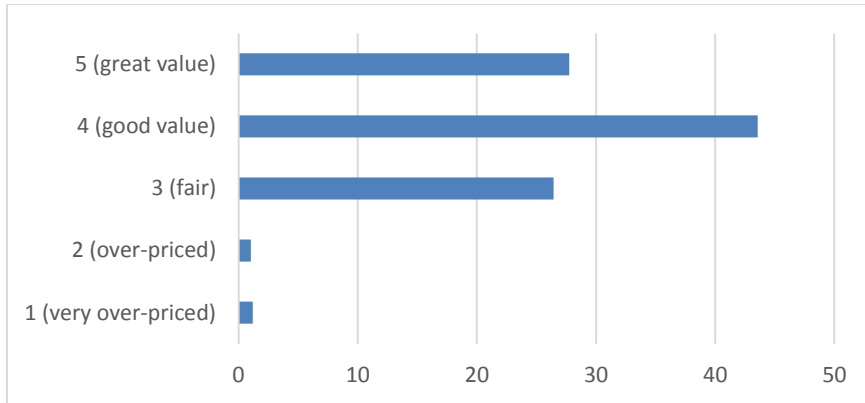


*Does your business have a good online reputation?

12. What is your overall rating of the customer service you've received while in Kimberley or while booking your trip to Kimberley?



13. What is your overall rating with the costs associated with visiting Kimberley? (food, accommodations, attractions, golf)



14. What is the likeliness of another visit to Kimberley in the next three years? (scale of 1 -5)

