

# Golden and Rossland Mountain Bike Visitor Studies 2011



Overview of Findings

Mountain Bike Tourism Association AGM – February 7, 2013

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# Outline



- Walk through:
  - Overview of Studies
  - Golden Visitor Results
  - Rossland Visitor Results
  - Additional Analysis – Importance vs. Satisfaction Performance Matrix
  - Next Steps
- Today's Goals:
  - Share some high level information from visitor reports
  - Create interest in visitor reports and economic impact reports



# OVERVIEW OF STUDIES

A Partnership, Objectives, and Methodology



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# Result of Partnerships



City of  
Rossland

Also, special thanks to:

- Recreation Sites and Trails BC
- Golden Cycling Club
- Kicking Horse Resort
- Kootenay Columbia Trail Society
- Summit Cycle
- Revolution Cycle
- Adrenaline Adventures
- Betty go Hard



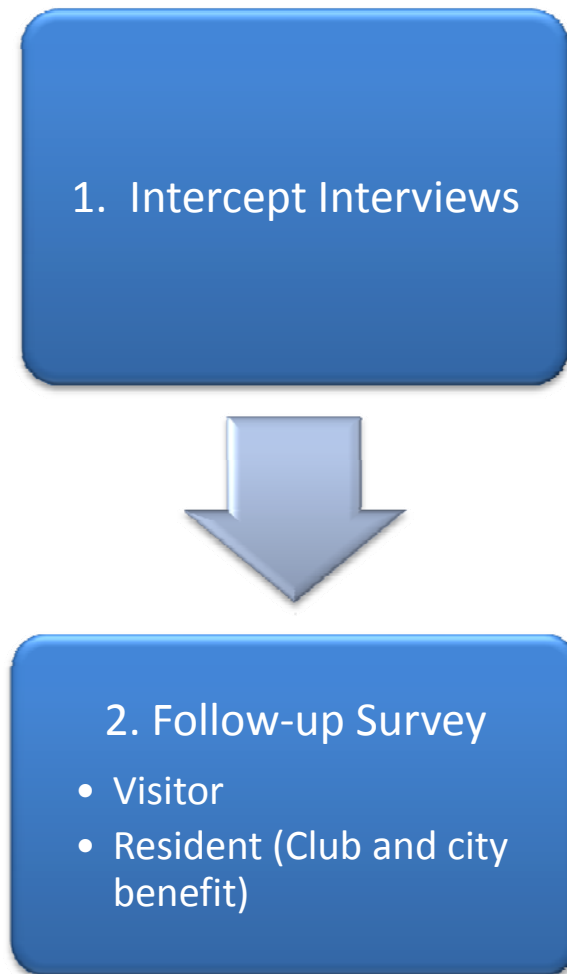
# Study Objectives

1. To determine the economic contribution of Mountain Biking to participating communities
2. To profile mountain bike travellers to each participating community in terms of traveller and trip characteristics in order to support market and product development

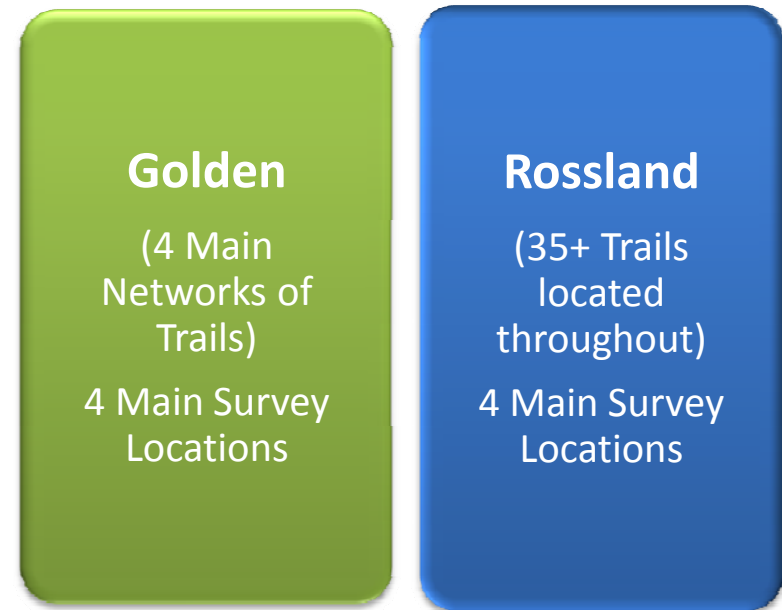


# Research Design: Methods

## MULTIPLE PHASE



## MULTIPLE INTERCEPT LOCATIONS



# Field Overview

## GOLDEN

## ROSSLAND

### Overview of Intercept Season

	n	%
Approached	740	-
Agreed	707	95.5%
Previous Respondents	115	16.2%
Local Residents	185	31.3%
Business Travellers	4	0.1%
Total Leisure Travellers	407	68.8%

	n	%
Approached	574	-
Agreed	533	92.8%
Previous Respondents	7	0.4%
Local Residents	310	58.9%
Business Travellers	7	1.3%
Total Leisure Travellers	216	41.1%

### Response Rate to Visitor Follow-up

	n	%
Visitors Eligible for Follow-up	399	-
Visitors Agreed to Follow-up	243	60.9%
Visitors that Completed Follow-up	128	52.7%

	n	%
Visitors Eligible for Follow-up	197	-
Visitors Agreed to Follow-up	176	89.3%
Visitors that Completed Follow-up	105	59.7%



# **GOLDEN VISITOR RESULTS**

Golden Mountain Bike Visitor Study Findings: Traveller and Trip Characteristics

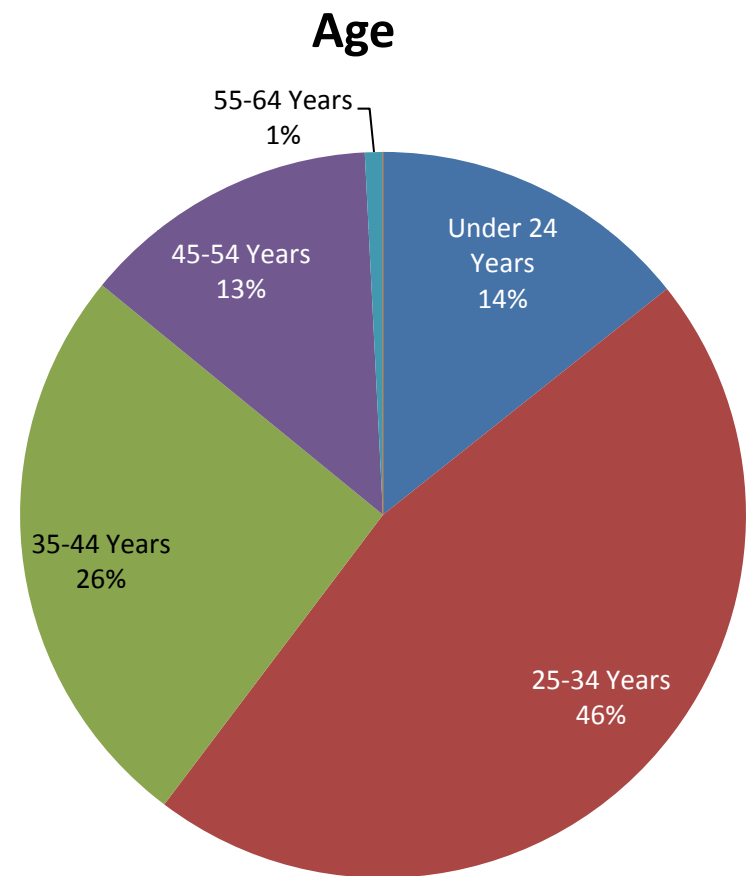
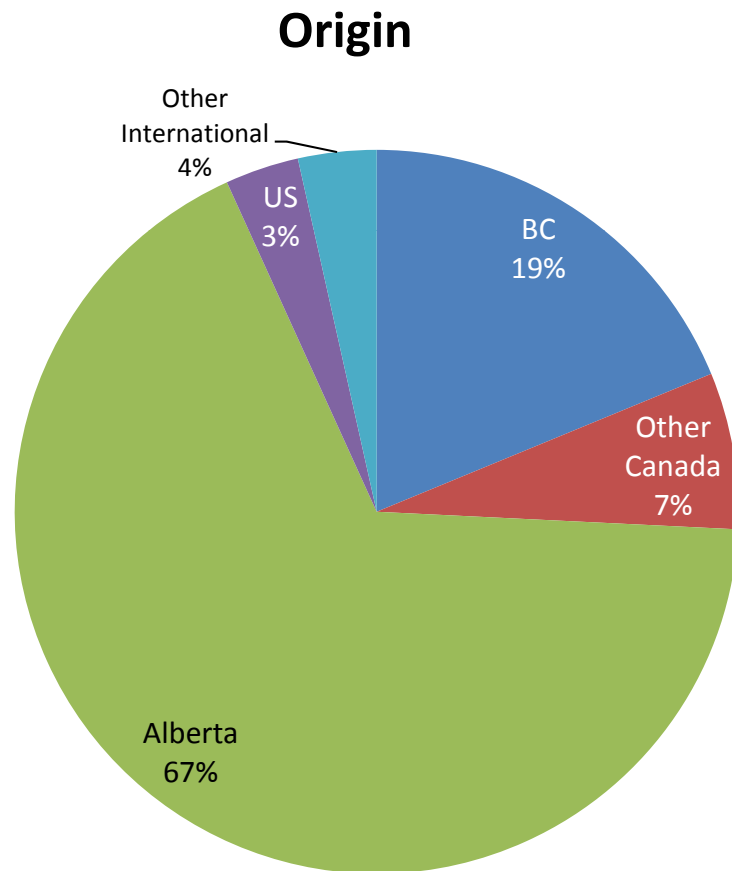








# Golden Mountain Bike Travellers' Demographics: Origin and Age



# Golden Mountain Bike Travellers' Demographics: Education and Annual Household Income

Education	%
Less than High School	3.3%
High School	13.6%
Some Technical, College or University	10.2%
College or Technical Diploma	22.3%
University Degree	40.4%
Masters of a PhD Degree	10.2%
Other	0.0%

Annual Household Income	%
<i>I prefer not to answer this question</i>	14.5%
Less than \$25,000	7.4%
\$25,000 to \$49,999	14.9%
\$50,000 to \$64,999	6.4%
\$65,000 to \$99,999	21.3%
\$100,000 to \$149,999	24.5%
\$150,000 or more	25.5%



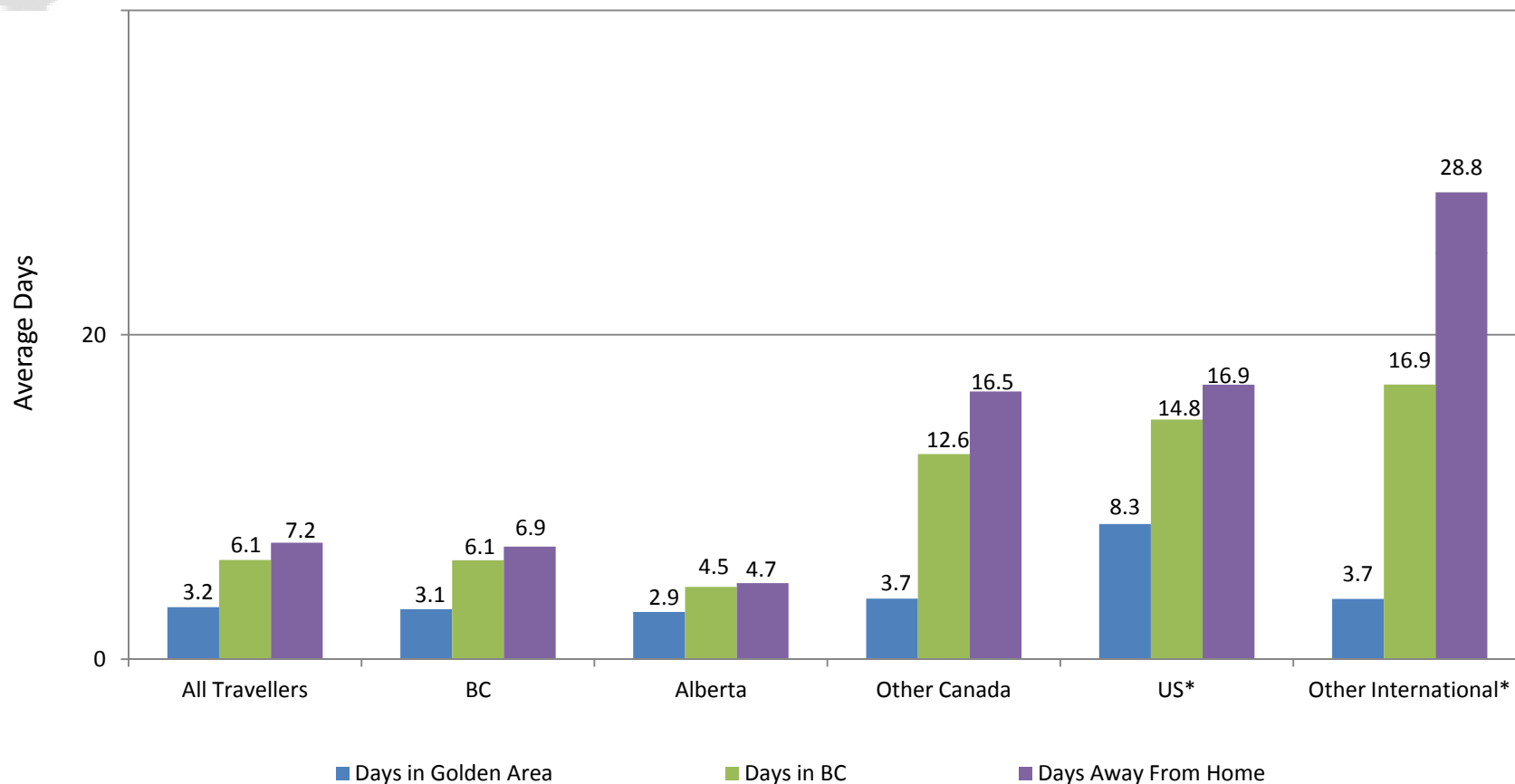


## Golden Mountain Bike Travellers' Trip Characteristics: Primary Trip Purpose and Mode of Transportation

Primary Trip Purpose	All Travellers	BC	Other Canada	US and International
Leisure	95.5%	96.0%	95.3%	96.3%
Visiting Friends & Family	3.0%	4.0%	3.0%	0.0%
Other	1.5%	0.0%	1.7%	3.7%
Mode of Transportation				
Car/Truck/Motorcycle	97.5%	97.3%	98.7%	85.2%
RV	2.0%	2.7%	1.0%	11.1%
Bus	0.5%	0.0%	0.3%	3.7%



# Golden Mountain Bike Travellers' Trip Characteristics: Trip Duration



\*Data for US and Other International should be interpreted with caution due to small sample sizes



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# Mountain Biking in Golden: Trails Ridden, Type of Bike, and Importance of Mountain Biking in Decision to Visit Golden

Trails Ridden	%
Kicking Horse Mountain Resort	82.1%
CBT Mainline Trail	17.1%
Moonraker	30.8%
Mount 7	35.0%

Type of Bike	%
Personal Bike	81.0%
Rented Bike	18.8%
Borrowed Friends/Family	0.3%

Importance of Mountain Biking in Decision to Visit Golden	%
0 - no influence at all	1.5%
1-3 - little importance	1.3%
4-6 - moderate importance	3.0%
7-9 - very important	19.1%
10 - single main reason	75.1%



# ROSSLAND VISITOR RESULTS

Rossland Mountain Bike Visitor Study Findings: Traveller and Trip Characteristics







# TRAILS OF THE ROSSLAND RANGE



## MAP LEGEND

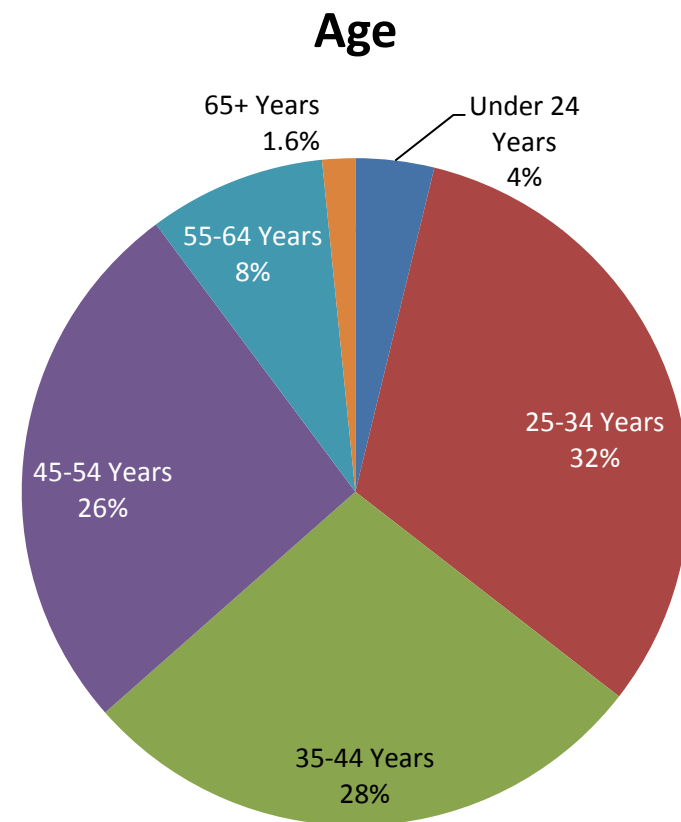
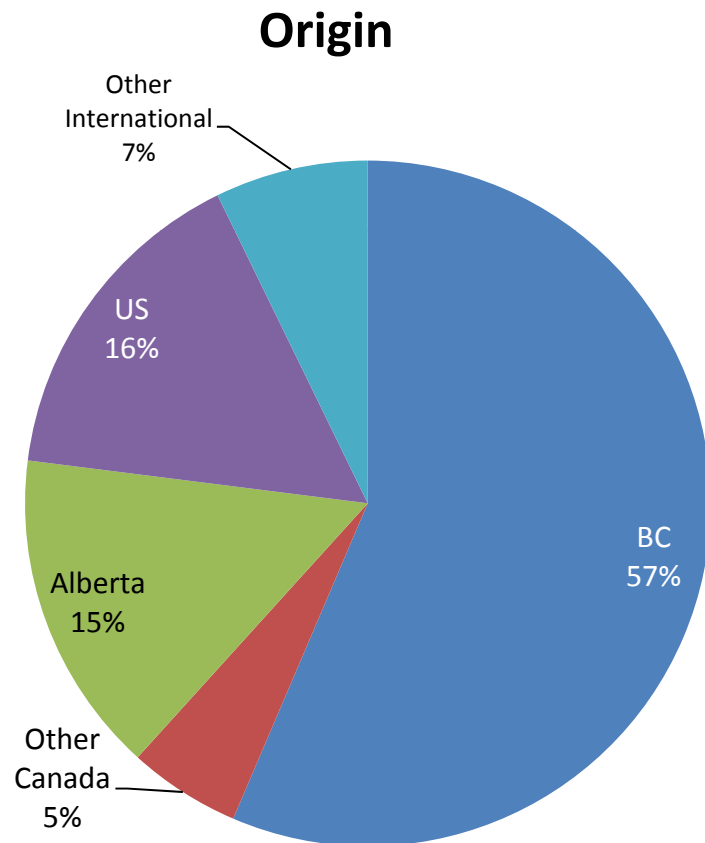
- Easiest
- Intermediate
- ◆ Very Difficult
- ◆ Expert
- XC MTB (two-way)
- Walking
- Down-hill MTB
- Horse-riding
- Bike Park
- Camping

## TRAIL DESCRIPTIONS

- 9** Railgrade: 4% all the way 7.1 kms
- 16** Drakes: Cross-country cruising 3.6 kms
- 17** Dewdney: Fun, fast riding on the historic route 5.4 kms
- 34** Tamarack: Major climb or flowing descent 2.0 kms
- 37** Doukhobor Draw: Ripping x-country descent or energetic climb 4.5 kms
- 39** Larch Ridge: XC fun to a spectacular viewpoint 2.4 kms
- 40** Monticola: A rollercoaster descent 3.0 kms
- 42** COG: A forested climb to Gibbards FSR 0.5 kms
- 14** Whiskey: Technical rock, ripping singletrack steep. A little bit of everything 3.0 kms
- 15** Crown Point: Classic freeriding through a magnificent forest 3.6 kms
- 22** Seven Summits: Renowned epic single track adventure 30.5 kms
- 31** Mount Roberts: Scramble to the peak 3.5 kms
- 32** Old Glory: To the highest peak in the range. Loop with the Plewman trail 9.4 kms
- 43** Plewman: Hike through forests & meadows into the alps 5 kms
- 41** BS: Playful freeriding 1.4 kms
- 45** Dewdney Backside: Long, fast & runcle 5.4 kms (Extends off map)
- 20** Flume: Long, challenging and beautiful. A freeriding favorite 3.8 kms
- 23** Stunted Growth: Huge climb to steep & bumpy descending 2.7 kms
- 27** Cherry Poppins: a swoopy & big move 2.0 kms



# Rossland Mountain Bike Travellers' Demographics: Origin and Age





# Rossland Mountain Bike Travellers' Demographics: Education and Annual Household Income

Education	%
Less than High School	0.0%
High School	9.7%
Some Technical, College or University	4.8%
College or Technical Diploma	18.8%
University Degree	48.9%
Masters of a PhD Degree	17.7%
Other	0.0%

Annual Household Income	%
<i>I prefer not to answer this question</i>	17.9%
Less than \$25,000	6.4%
\$25,000 to \$49,999	9.0%
\$50,000 to \$64,999	9.0%
\$65,000 to \$99,999	28.2%
\$100,000 to \$149,999	21.8%
\$150,000 or more	25.6%



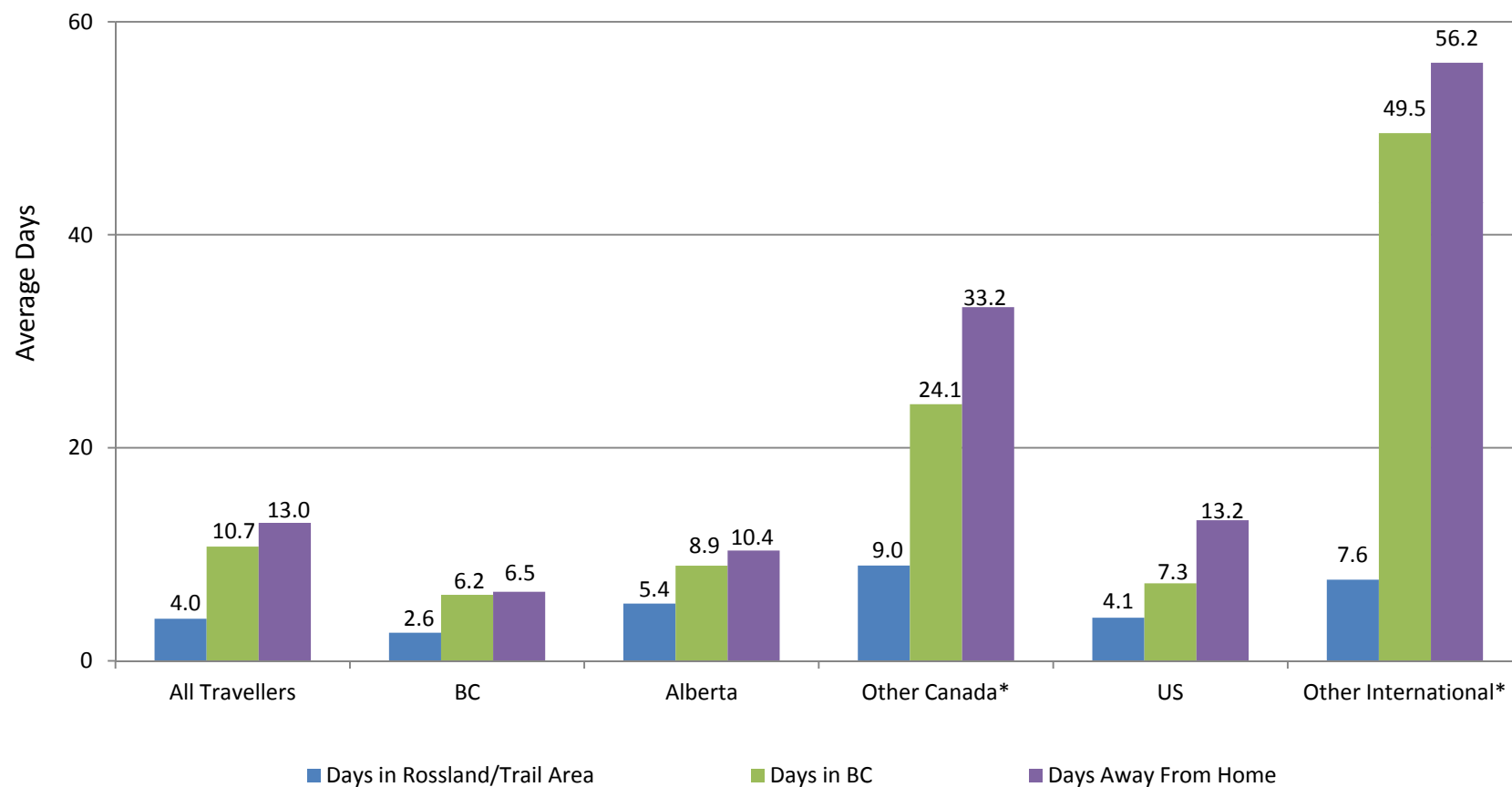


## Rossland Mountain Bike Travellers' Trip Characteristics: Primary Trip Purpose and Mode of Transportation

Primary Trip Purpose	All Travellers	BC	Other Canada	US and International
Leisure	79.8%	81.5%	78.9%	76.2%
Visiting Friends & Family	20.2%	18.5%	21.2%	23.8%
Mode of Transportation				
Car/Truck/Motorcycle	95.7%	98.1%	97.4%	88.1%
RV	2.1%	1.9%	0.0%	4.8%
Bicycle	1.6%	0.0%	2.6%	4.8%
Other	0.5%	0.0%	0.0%	2.4%



# Rossland Mountain Bike Travellers' Trip Characteristics: Trip Duration



\*Data for Other Canada and Other International should be interpreted with caution due to small sample sizes

## Mountain Biking in Rossland: Trails Ridden, Type of Bike, and Importance of Mountain Biking in Decision to Visit Rossland

Trails Ridden	%
Seven Summits	61.0%
Techno Grind	43.0%
Milky Way	39.0%
Larry's	38.0%

Type of Bike	%
Personal Bike	90.3%
Borrowed Friends/Family	5.4%
Rented Bike	3.8%

Importance of Mountain Biking in Decision to Visit Rossland	%
0 - no influence at all	1.1%
1-3 - little importance	3.2%
4-6 - moderate importance	5.9%
7-9 - very important	23.5%
10 - single main reason	66.3%

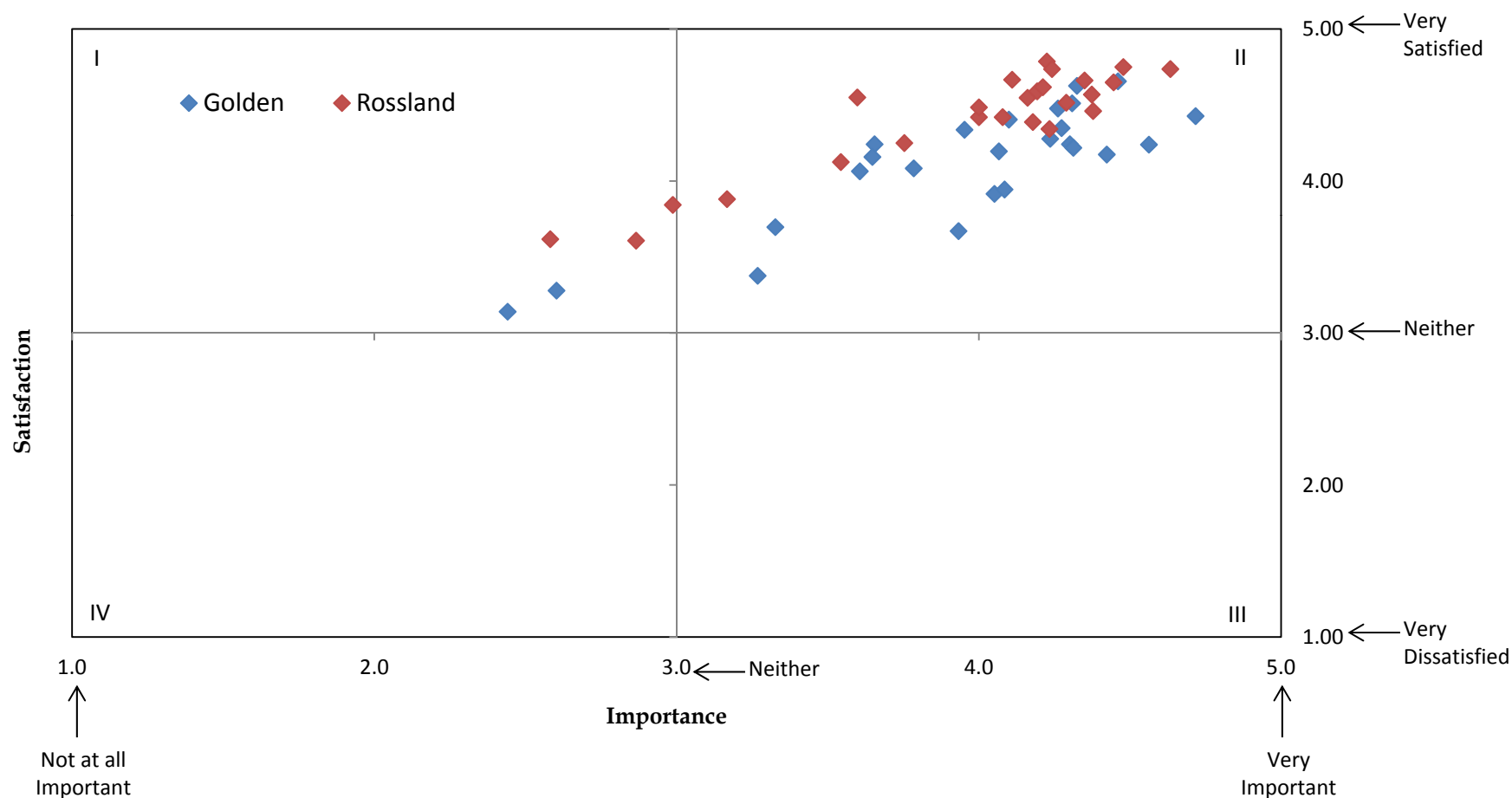


# **ADDITIONAL ANALYSIS - IMPORTANCE VS. SATISFACTION PERFORMANCE MATRIX**

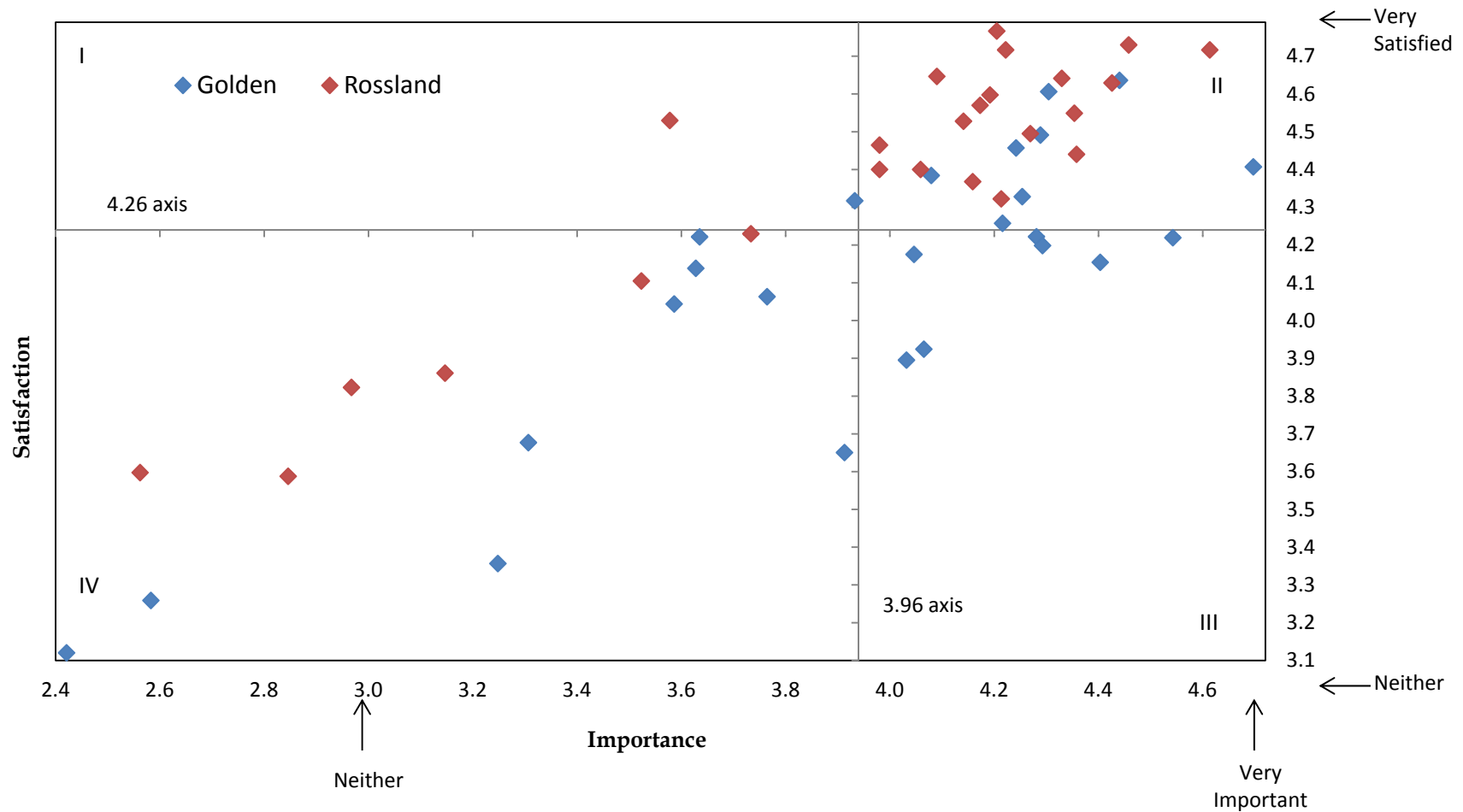
Golden and Rossland Mountain Bike Visitor Study Findings: Importance versus Satisfaction of 25 Attributes



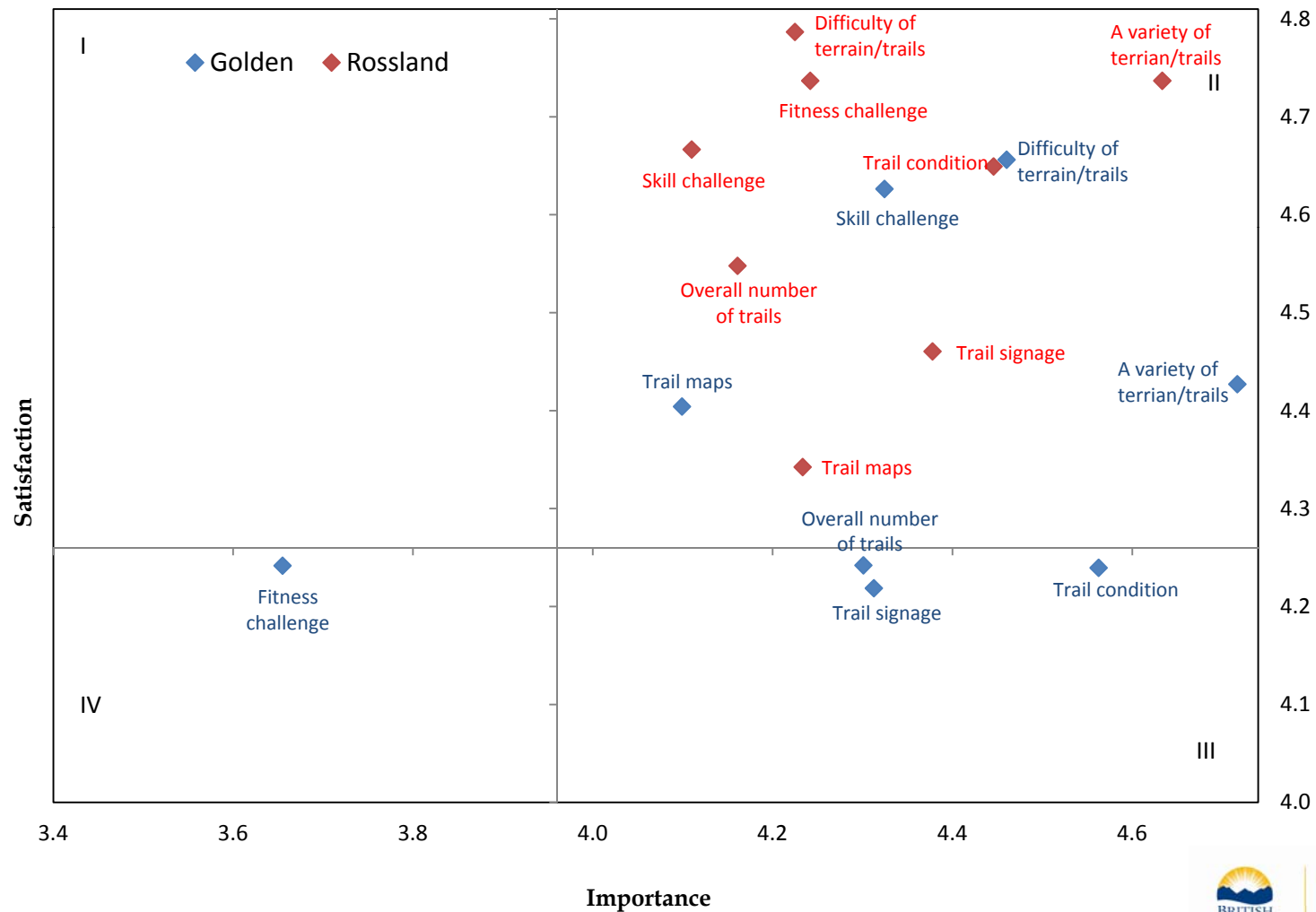
# Importance and Satisfaction Ratings of Mountain Biking/Trail, Community and Other Value Attributes



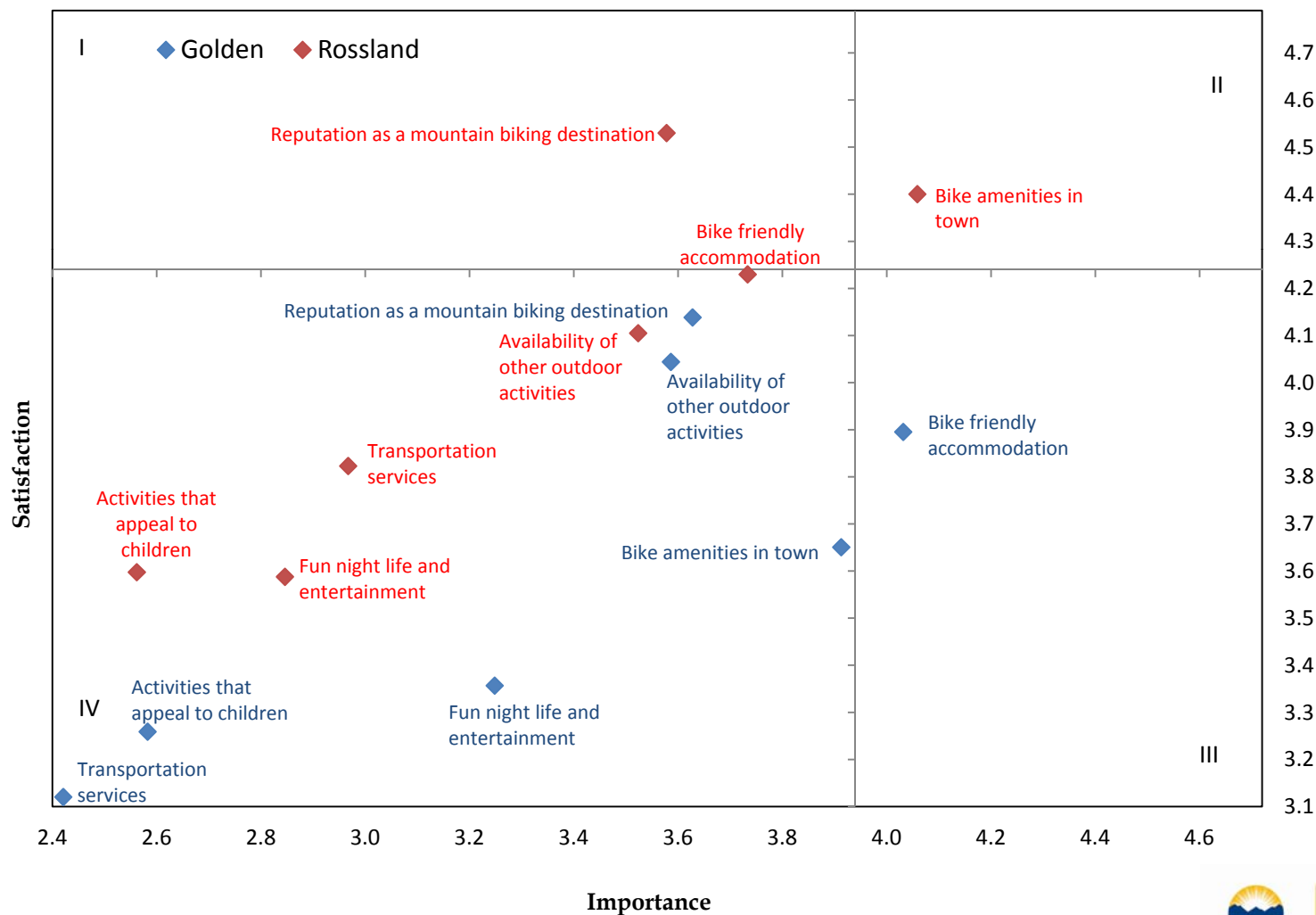
# Importance and Satisfaction Ratings using Overall Averages for Axis Values



# Importance and Satisfaction Ratings of Mountain Bike Trails/Riding Aspects

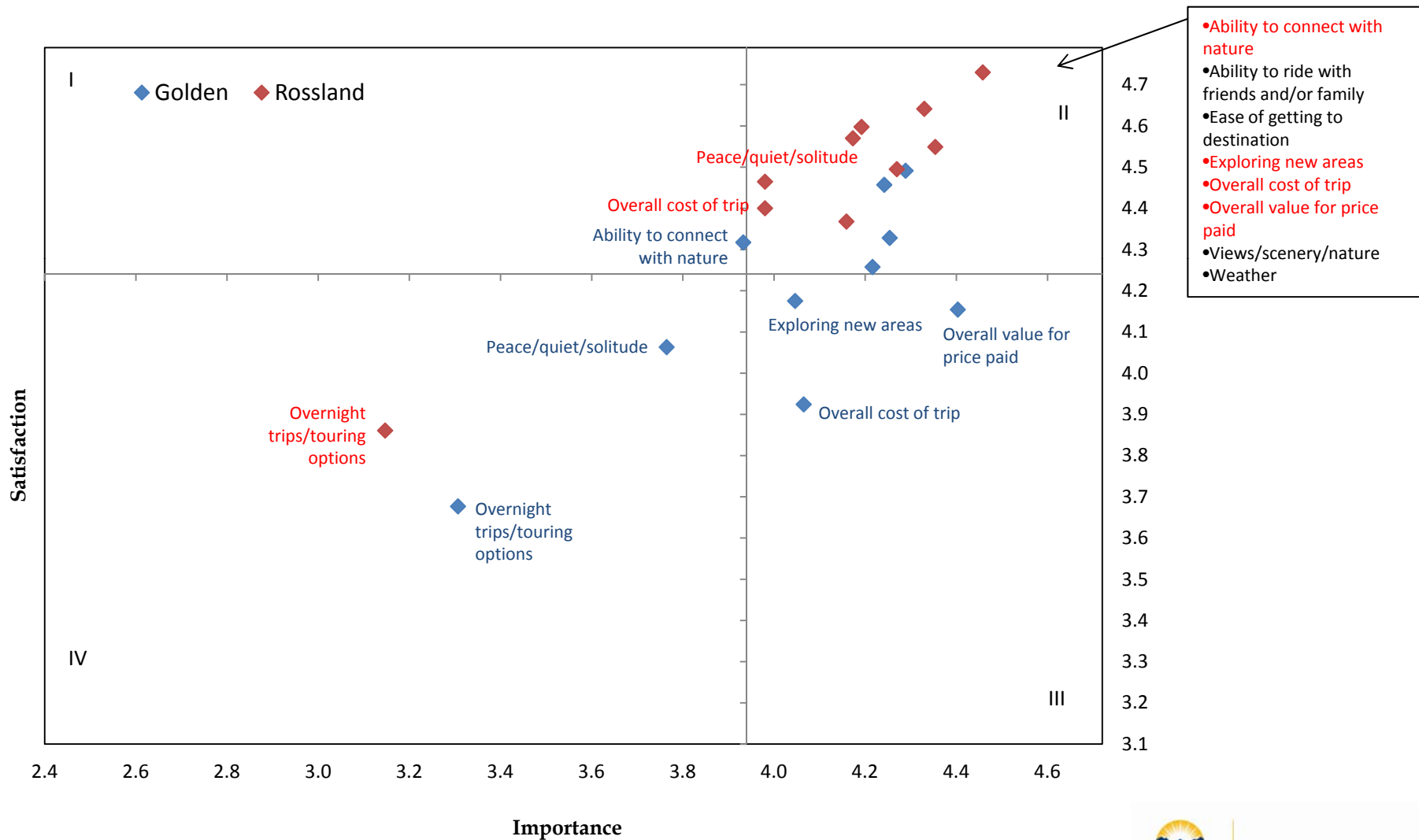


# Importance and Satisfaction Ratings of Community Offerings





# Importance and Satisfaction Ratings of Other Aspects



# NEXT STEPS

Next steps and deliverables



## Next Steps and Key Deliverables

- Golden and Rossland Mountain Bike Visitor Study Reports
  - Will be released by February 22
    - Currently incorporating feedback and final internal review
- Economic Impact Analysis completed by BC Stats
  - Input/Output model will be received by February 8
  - Report produced/distributed by March 1

# In Summary

- Today's Goals:
  - Share some high level information from visitor reports
  - Create interest in visitor reports and economic impact reports







# Thank You! Questions?

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