

Southern Gulf Islands Visitor Study 2026 Results – Report

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SOUTHERN GULF ISLANDS

//ALIGN CONSULTING GROUP

EXECUTIVE SUMMARY

The Southern Gulf Islands Tourism Partnership (SGITP) is the community destination management organization (CDMO) for the Southern Gulf Islands region, which includes Galiano, Mayne, Pender, Saturna, and Salt Spring Islands. SGITP is an independent, non-profit society led by a volunteer Board of Directors elected from the local tourism sector. SGITP works toward a gentler, more balanced visitor season that supports our communities socially, culturally, environmentally, and economically.

Partnering with ACG Insights for the research elements, SGITP undertook an on-going Visitor Study starting in the Fall of 2025. This report summarizes results from the Summer (June to August) visitor surveys of 2026.

Key Findings

SGI Visitor Characteristics

- BC was the single largest source market (84%) during the summer season. In particular, the Lower Mainland (49%), followed by Greater Victoria & Vancouver Island (26%). Other BC areas and Other Canada accounted for 9% each, while Alberta accounted for 7% this season.
- The majority of the SGI visitors were 45 years old or older (56%) and nearly one-third (30%) had an annual household income of at least $150,000. During summer more than three-quarters (77%) of visitors that completed the intercept survey were women and nearly one-fifth were men (19%).

Travel Party & Trip Characteristics

- Travel parties most commonly consisted of two people (44%). The average travel party size was 3.01 people (2.1 adults, 0.43 Seniors, 0.43 children). Approximately one-quarter (27%) travelled with children under the age of 18, and only 5% travelled with children and seniors.
- The vast majority (93%) of visitors arrived on the SGI by ferry, in particular vehicle driver/passenger (83%).
- Most (86%) of visitors visited one island. The average number of islands visited was 1.2. Salt Spring Island was the most visited island (44%), followed by Pender (29%). Mayne and Galiano have similar visitation numbers (19% and 18%, respectively), while 12% visited Saturna.
- The vast majority of summer season visitors were staying overnight. In fact, more than nine-in-ten (94%) visitors were staying overnight in the SGI while only 6% were day trippers. The average overnight visitor length of stay was 4.4 nights.
- Staying with friends &/or family was the most common accommodation type (30%), followed by vacation rentals (i.e. Air BnB, VRBO) (25%) and Resort/Hotel (20%).

Travel Purpose & Activities

- Most summer season visitors were in the SGI for a city escape or getaway (34%), to visit friends and relatives (19%), to experience nature/wildlife (15%), and to participate in outdoor recreation activities (13%) were the main drivers of travelers' decisions to visit the SGI.
- Hiking was the most popular outdoor recreation activity, with approximately seven-in ten (71%) of visitors participating in it followed by beachcombing (47%). Paddleboarding (22%), kayaking (21%) and birding (15%) round out the top five most popular outdoor activities.
- Grocery shopping (73%) and sampling local cuisine/culinary experiences (63%) are other two activities that most visitors participate in while on their trip. More than half attended a farmer's market (57%), shopped for gifts or clothing (52%), visited municipal/regional parks (52%), and visited provincial parks (51%).

Trip Spend

- Travel parties spent an average of $1,366 while in the SGI in the summer season of 2025-26. More than one-third (37%) was spent on accommodation and another quarter (25%) was spent on food and beverage.

Previous Visitation & Awareness

- Most visitors have been to the SGI before (85%), while only 15% were first time visitors. The average number of trips in the past 2 years among those repeat visitors is 3.4., with more than seven-in-ten (76%) visiting during summer followed by the shoulder season (spring 50% and fall 45%).
- Six-in-ten (60%) of visitors were not aware of the SGITP as the Southern Gulf Islands brand and 5% didn't know or preferred not to answer. With only 35% of visitors being aware of SGITP, awareness is low.

Sustainability in Tourism Experiences

- For the majority of visitors (79%) it is 'Important' or 'Very important' (rated this element as '4' or '5' on a scale of 1 to 5 where 1 is 'Not Important at All' and 5 is 'Very Important') that their travel is considered "sustainable".

Evaluation of SGI Tourism Experiences

- Overall, visitors were Very Satisfied with their trip to the SGI (74%) with an additional 20% rating their satisfaction as somewhat satisfied (or '4' in a 5-point scale). In terms of experience, Outdoor Activities and Atmosphere of islands were extremely highly rated with 94% and 93%, respectively, of visitors rating this element as a '4' or '5' on a scale of 1 to 5 where 1 is 'Very Dissatisfied' and 5 is 'Very Satisfied'. Two elements presented appear to be lagging. Transportation had 59% of top-box satisfaction rating, with 16% of dissatisfied visitors (rated '1' or '2'), similarly Wellness Experiences had a top-box satisfaction rating of 63% and 12% were dissatisfied.
- Three-in-ten (30%) of visitors agreed that there are new or expanded products, services or experiences that would enhance their visit to the SGI. Some recommendations were about offering more transportation/shuttle services in the islands, more inter-island ferry route options, more dedicated pedestrian and dedicated bike paths, and more restaurants, options among others.
- More than half of the SGI visitors were very likely to return with 54% rating it as '9' or '10 – Extremely Likely', with only 6% rating '0 – Not at all Likely'.
- From a word-of-mouth perspective, we use the concept of Net Promoter Score. For the SGI overall as a travel destination, visitors have a NPS of 66.6. This score suggests that the visitor experience is exceptional and that visitors are not just satisfied; they are enthusiastic brand ambassadors who will actively recommend the SGI to friends, family, and/ or colleagues.

Highlights	Results
BC	84%
Other Canada	9%
Alberta	7%
Gender	
Female	77%
Male	19%
Average Travel Party	3.0
Length of Stay	
Day Visitors	6%
Overnight Visitors	94%
Average Nights in the SGI	4.4
Aware of SGITP as a Brand	35%
Previous Visitation	
First Time Visitors	15%
Repeat Visitors	85%
Average Number of Islands Visited	1.2
Visitor Party Expenditures While in SGI	$1,322.39
Accommodation	
Friends &/or family	30%
Vacation Rental (e.g. Airbnb, VRBO)	25%
Resort/Hotel	20%
Sustainability Importance[1]	79%
Experience Evaluation	
Overall Trip to the SGI Experience Rating[1]	94%
High Likelihood of Return Trip to SGI [1]	54%
Promoters/High Likelihood of Recommending the SGI[1]	74%
NPS	66.6 pts

1. Top box % - the proportion of visitors that rated as a '4' or '5' on a 5-point scale or a '9' or '10' on an 11-point scale (0-10)

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Front Cover Photo Credit: Southern Gulf Islands, Image Gallery

1. INTRODUCTION

1.1 Background

In 2025, the Southern Gulf Islands Tourism Partnership identified the need to better understand visitors coming to the islands. Specifically, SGITP wanted to better understand:

- ✓ Market origin;
- ✓ Travel Party Composition;
- ✓ Trip Characteristic;
- ✓ Visitor Profile/Demographics;
- ✓ Experience Evaluation; and,
- ✓ Spend.

In order to gather this information, an online, year-round Visitor Study was designed. The Southern Gulf Islands Tourism Partnership secured ACG Insights (formerly Align Consulting Group) to conduct on an online Visitor study which started in the Fall of 2025.

ACG Insights, along with SGITP, designed the online visitor intercept survey which has a monthly incentive draw ($100 Visa card). ACG Insights programmed the survey, hosts the online survey, administers the monthly incentive handling, and conducts all the analysis and reporting. SGITP promotes the survey to ensure visitors are directed to the survey.

2. METHODOLOGY

2.1. Data Collection

The online in-destination survey is targeted electronically to those visitors who are in the Southern Gulf Islands (SGI) at the time. The survey was primarily accessed through links in social media campaigns/ads and QR codes posted at select locations in the SGI. The survey is approximately 5-10 minutes in length and collected core traveller information (market origin, travel party characteristics), trip characteristics (length of stay, primary motivation to visit the SGI, activities, high-level spend), expenditures, and experience evaluation.

A total of 833 people accessed the online in-destination survey during June 2026 through August 2026. Of those, 159 were screened out because they were locals, vacation home property owners, staying in Southern Gulf Islands for longer than 30 days, under 19, were not currently or recently in destination, or had already completed the survey. In addition, 289 only partially completed the survey. Therefore, 385 visitors fully completed the in-destination survey.

	Accessed Survey	Not in Population[1]	Did Not Fully Complete	Completed In-Destination Survey
Summer Season	**833**	**159**	**289**	**385**

[1] Not in population means the person was less than 19 years old, already surveyed, a local, property owner, not currently or recently in-destination, or seasonal visitor.

2.2. Data Analysis

Given the approach, the decision was made to not apply any weight factors to the data within each Season; however, a weight factor will be applied for Annual Totals.

Southern Gulf Islands visitors were described using simple frequencies and averages from the intercept survey data. Other data analysis details include:

- Occasionally, top box analysis was used where the top two responses were summarized to understand meaningful differences between groups (e.g. visitors that responded with '4s' or '5s' on a 5-point satisfaction scale).
- Visitor expenditures were collected for each travel party (and not per visitor) but average party size was divided into total travel party expenditures to equal per person expenditures. Further, average length of stay in SGI was used to calculate expenditures on a per-person, per-day basis.
- To avoid the influence of outliers in expenditures, travel party and length of stay calculations, the top and bottom 2.5% of responses were trimmed.
- Sample size warnings were provided as footnotes when response categories had less than 30 responses.
- The subtitle on each graph indicates the relevant sample population. Note that partial completes are included in the analysis where relevant.

2.2.1. Net Promoter Score

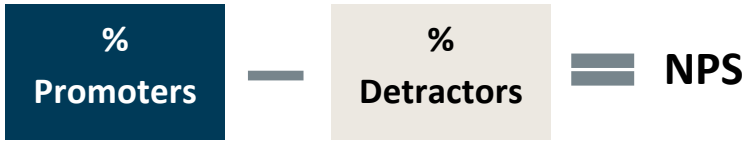
Growing customer service/experience expectations, changing tourism markets, and increasing worldwide competition have led to substantial shifts in the tourism marketplace over the past decade. The delivery of outstanding visitor experiences is critical to achieve higher revenues via increased spending, longer stays, repeat visits and visitors' positive word of mouth recommendations.

One goal of Destination British Columbia's (DBC) 2025/26 Service Plan[1] is for British Columbia to become the most highly recommended destination in North America. The Net Promoter Score® (NPS®)[2] measures the intention to recommend a travel destination and is also an indicator of overall satisfaction with the travel experience.

NPS is measured by asking one question (likelihood of recommending the Southern Gulf Islands as a travel destination) on the intercept questionnaire. The question results are used to categorize visitors into one of three groups – promoters (very/extremely likely to recommend), passives (may or may not recommend) and detractors (not likely to recommend). Overall, the percent of detractors is subtracted from the percent of promoters to equal the NPS (see below). See Appendix B for NPS results from other organizations.

How likely are you to recommend the Southern Gulf Islands as a travel destination to a friend, family member or colleague?

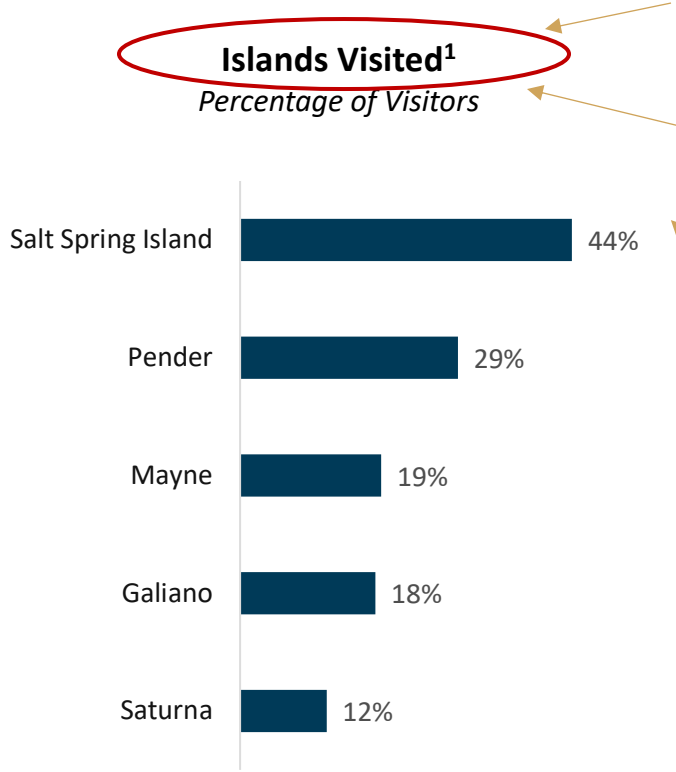




[1] https://www.destinationbc.ca/content/uploads/2026/08/2025-26-DBC-ASPR-_FINAL-PDF.pdf

[2] Net Promoter, NPS and the NPS-related emoticons are registered service marks, and Net Promoter Score and Net Promoter System are service marks, of Bain & Company, Inc., Satmetrix Systems, Inc. and Fred Reichheld.

2.3. Tips for Reading Results



'Islands Visited" describes what the content of the graph is about.

The statement "Percentage of visitors" describes what the percentages mean.

Interpretation: 44% of all the Southern Gulf Islands visitors visited Salt Spring Island.

Footnotes about questions are noted here. Often they describe the 'other' categories, describe an analysis note, or describe the number of responses (n).

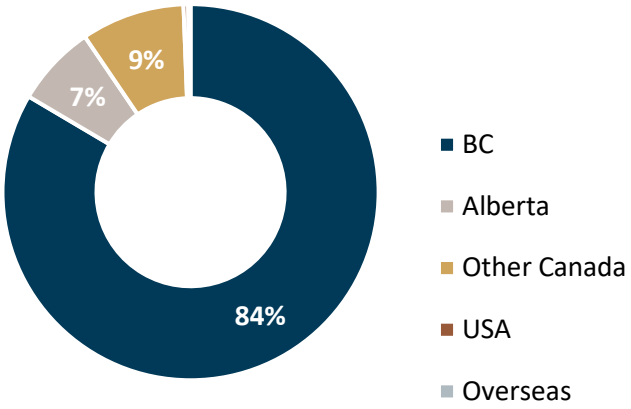
1. SGI visitors could respond with more than one response, so the sum totals more than 100%.

3. RESULTS

3.1. Visitor Characteristics

Market Origin

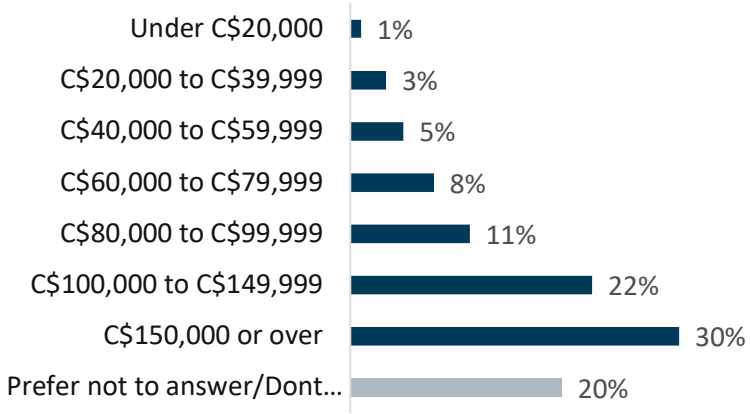
Percentage of Visitors



Q. Where do you live?
Base: All intercept respondents, n=473.

Household Income ($CDN)

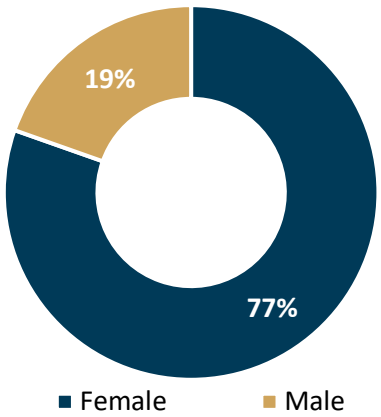
Percentage of Visitors



Q. What is your approximate annual household income, before tax?
Base: All intercept respondents, n=390.

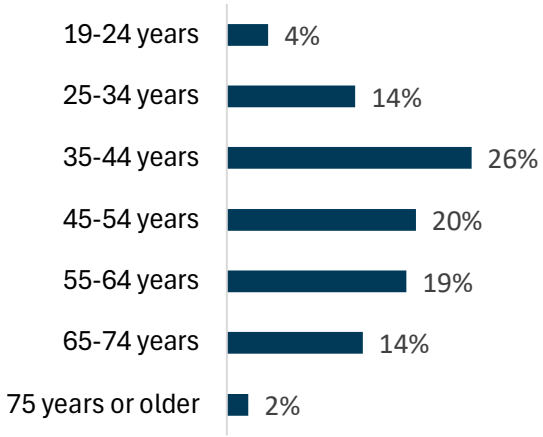
Gender[1]

Percentage of Visitors



Age

Percentage of Visitors



Q. What gender do you identify as? / Q. In which of the following age categories are you?
Base: All intercept respondents, n=390.

1. Prefer Not to Answer/Don't Know = 3%, Non-Binary, Gender Fluid, and/or Two-Spirit = 2%.

3.2. Travel Party & Trip Characteristics

Average Travel Party Size:

3.0 people (2.1 adults, 0.4 Seniors, 0.4 children)

% with Children in Travel Party:

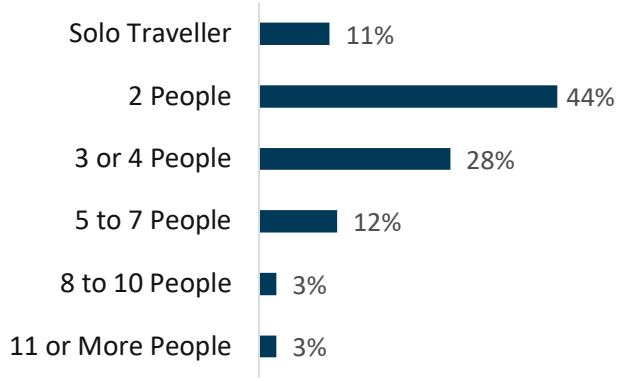
27%

% with Children and Seniors in Travel Party:

5%

Travel Party Size

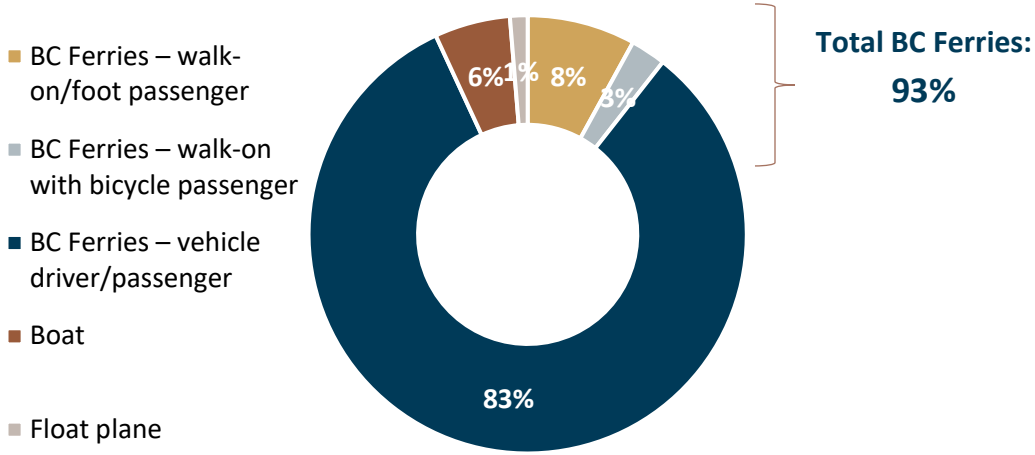
Percentage of Visitors



Q. Including yourself, how many people were in your travel party on this trip? How many children are under 18, how many are seniors 65 or over and how many are adults?
Base: All intercept respondents, n=465.

Travel to SGI

Percentage of Visitors



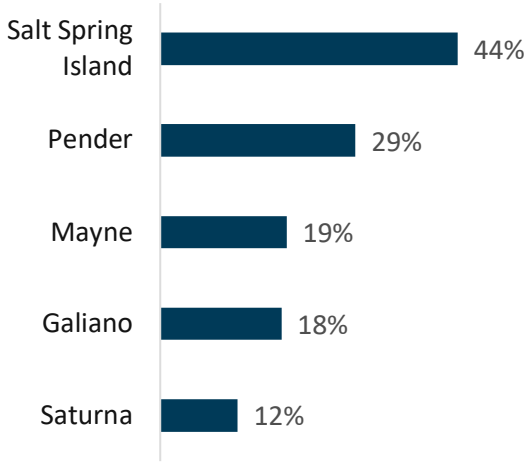
Total BC Ferries:

93%

Q. How did you initially arrive on the Southern Gulf Islands on this trip?
Base: All intercept respondents, n=465.

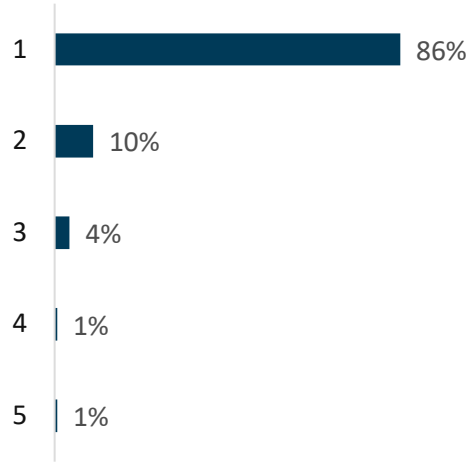
Islands Visited[1]

Percentage of Visitors



Number of SGI Islands Visited

Percentage of Visitors



Average Number of SGI Visited on Trip:

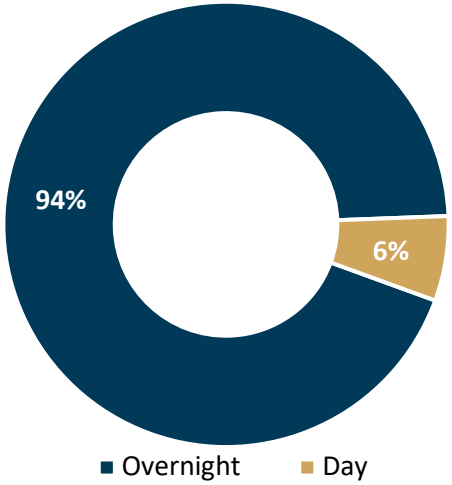
1.2

Q. Which of the following Southern Gulf Islands are you visiting on this trip?
Base: All intercept respondents, n=462.

1. SGI visitors could respond with more than one response, so the sum totals more than 100%.

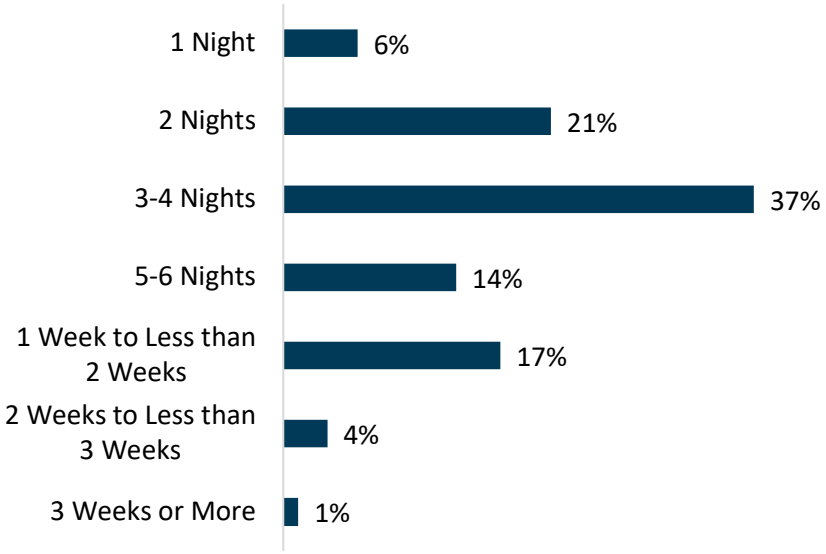
Length of Stay in the SGI

Percentage of Visitors



Nights in SGI

Percentage of Visitors



Average Overnight Trip Length:

5.2 nights

Average Nights in the Southern Gulf Islands:

4.4 nights

Time in SGI/Total Trip Length:

85%

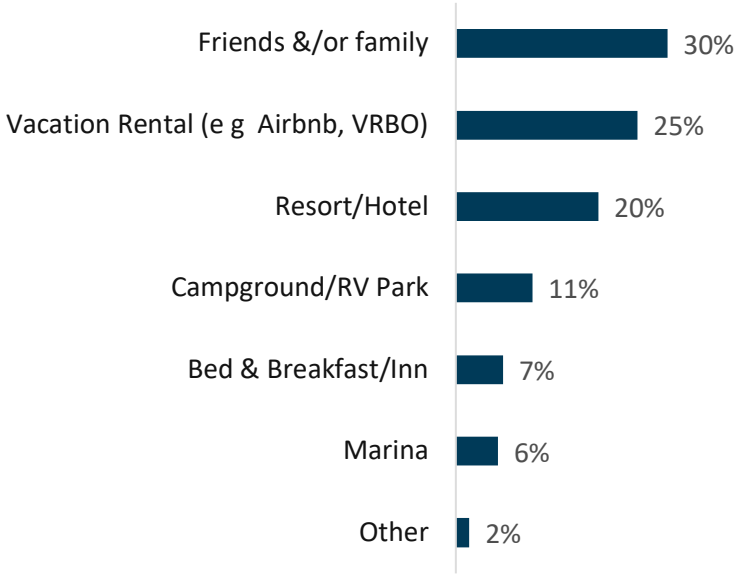
Q. How many nights are you away from home on this trip? Base: 432

Q. [OVERNIGHT visitors] And how many of those nights were/are being spent on the Southern Gulf Islands (Galiano, Mayne, Pender, Saturna, Salt Spring Island)?

Base: All intercept respondents excluding Not Sure/No Response: Overnight Visitors, n=426 / Base: Day Visitors, n=28.

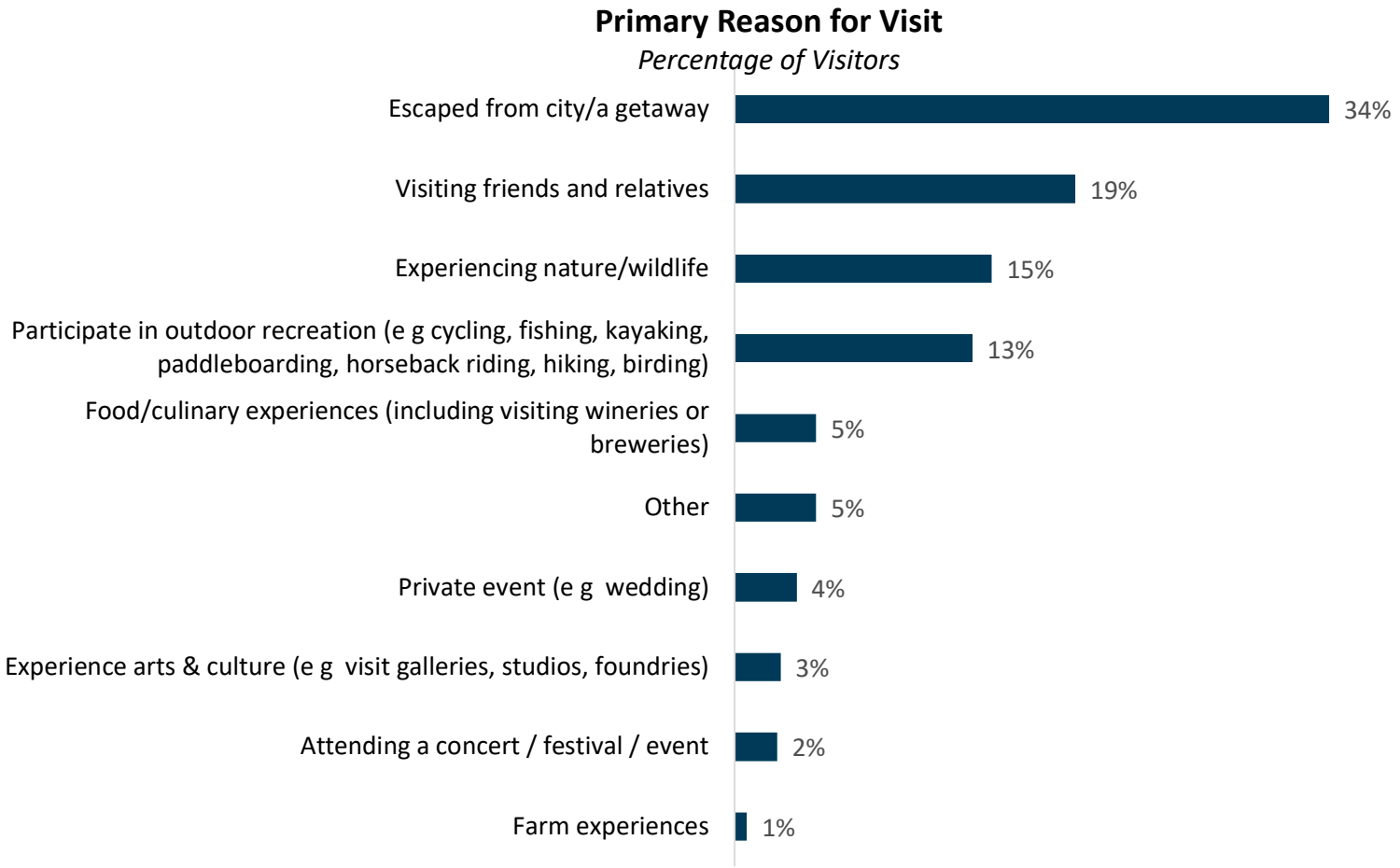
SGI Overnight Accommodation Type

Percentage of Visitors



Q. What was your primary type of accommodation while on the Southern Gulf Islands this trip? Base: All intercept respondents, n=422.

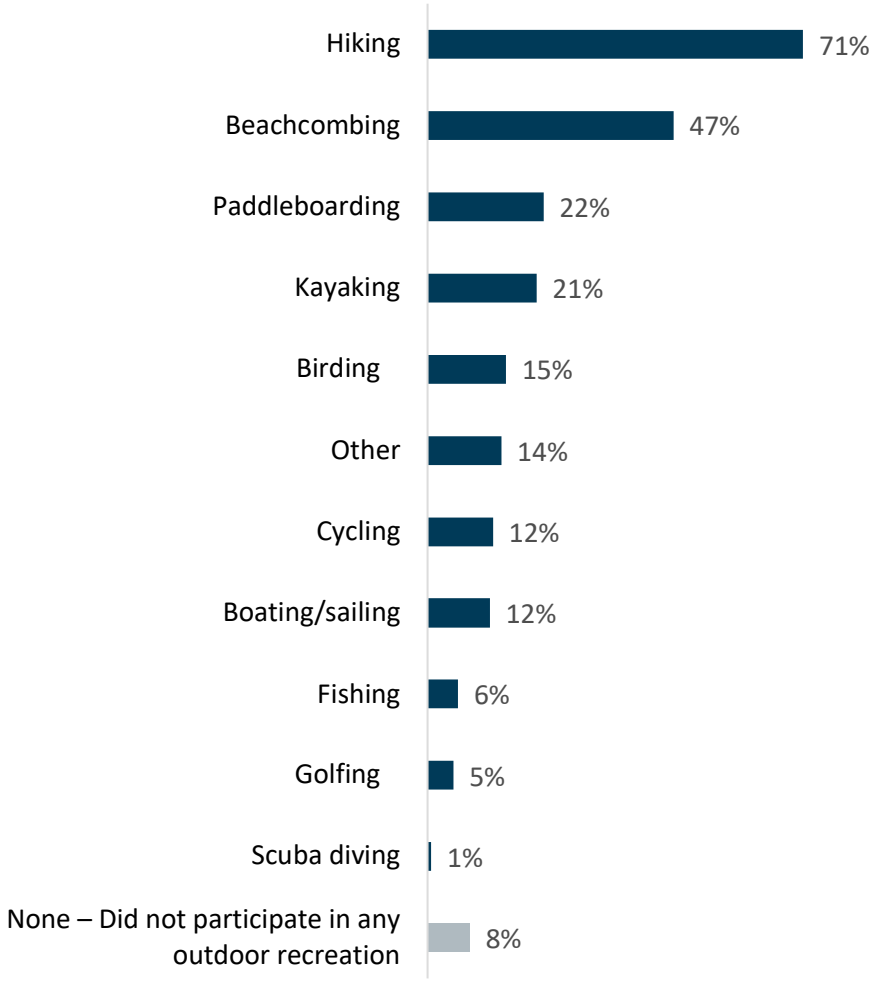
3.3. Travel Purpose & Activities



Q. What was the main reason for this trip to the Southern Gulf Islands?
Base: All intercept respondents, n=454.

Participation in Outdoor Recreation Activities[1]

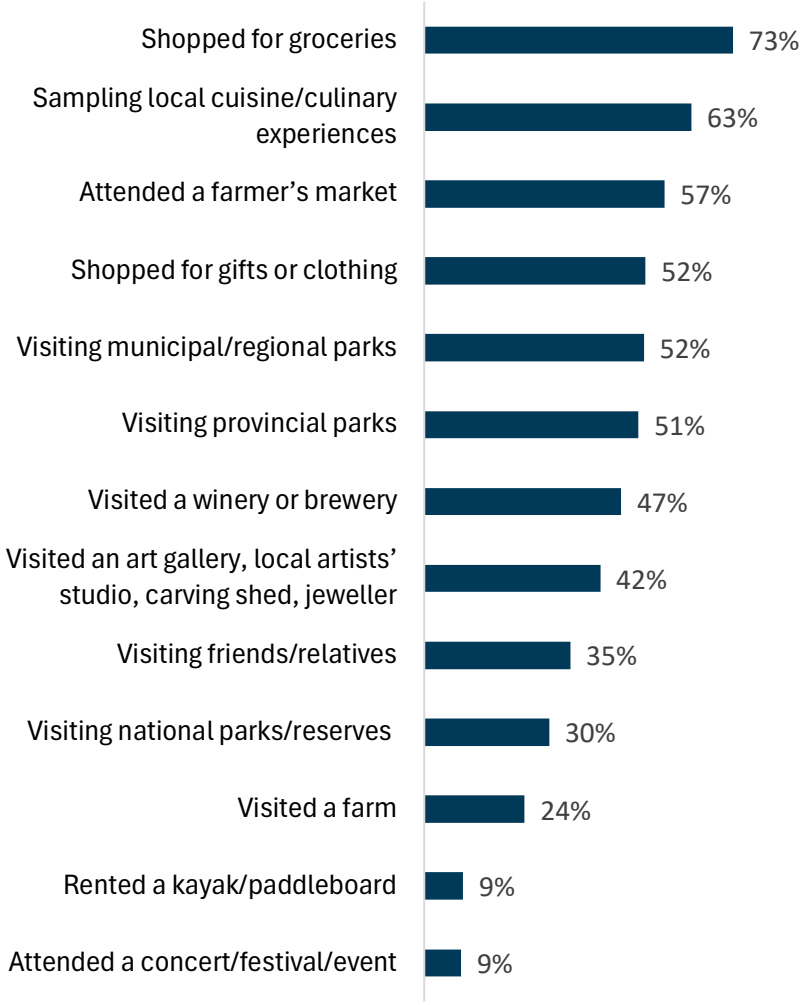
Percentage of Visitors



Q. What outdoor recreational activities, if any, have you or your travel party participated in/plan to participate in while on the Southern Gulf Islands during this trip?
Base: All intercept respondents, n=450.

Participation in Other Activities in SGI[1]

Percentage of Visitors



Q. While on the Southern Gulf Islands, which of the following did you do/plan to do on this trip?
Base: All intercept respondents, n=447.

1. SGI visitors could respond with more than one response, so the sum totals more than 100%. For other activities, only responses of 9% or more are presented in this chart.

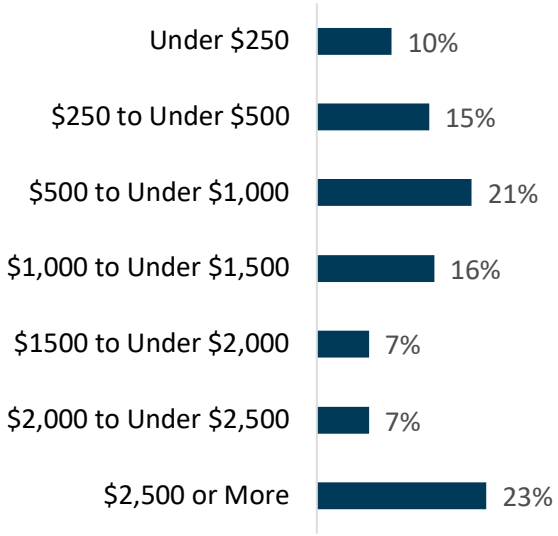
3.4. Trip Spend (Overnight Visitors)

Average overnight travel party spend on this trip, while on the Southern Gulf

$1,366.19

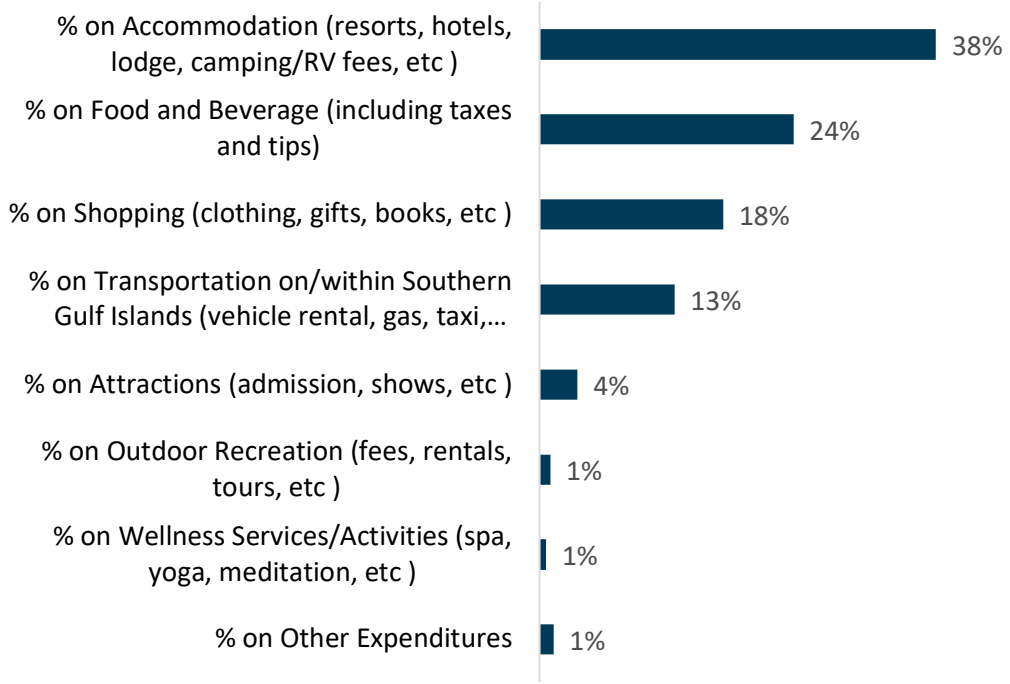
Expenditures

Percentage of Overnight Visitors



Expenditures in SGI - Averages in Each Category

Percentage of Overnight Visitors



Q. Thinking about accommodation, food, activities, shopping and transportation, approximately how much did your travel party spend on this trip, while on the Southern Gulf Islands (Galiano, Mayne, Pender, Saturna, Salt Spring Island)?
Base: All overnight intercept respondents, n=281 (trimmed).

Q. Approximately what percentage of your party's total expenditures while in the Southern Gulf Islands were attributed to the following categories?
Base: All overnight intercept respondents, n=271.

Expenditures in Southern Gulf Islands (Averages)[1]				
	Visitor Party		Per Person	
	Trip Expenditures	Daily Expenditure[2]	Trip Expenditures[3]	Daily Expenditure[4]
Day (n=16)	$604.69	$604.69	$220.69	$220.69
Overnight TOTAL (n=281)	$1,366.19	$310.50	$450.89	$102.47
Overnight - Paid Roof (n=151)	$1,982.19	$450.50	$654.19	$148.68
Overnight - Camping (n=37)	$742.97	$168.86	$245.20	$55.73
Overnight - VFR (n=75)	$578.77	$131.54	$191.01	$43.41
TOTAL[5] (n=298)	$1,322.39	$316.36	$439.33	$105.10

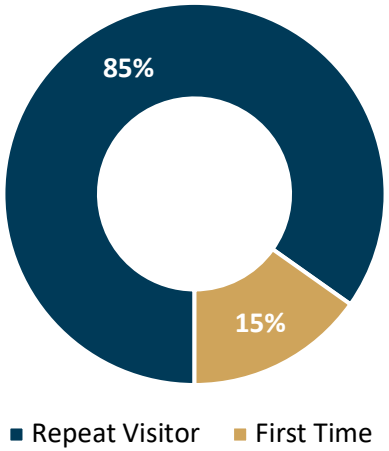
1. The expenditures presented were collected during online intercept/in-destination.
2. Visitor Party Daily Expenditures = Visitor Party Trip Expenditures/Nights in SGI.
3. Per Person per Trip Expenditures = Visitor Party Trip Expenditures/ People in Travel Party.
4. Per Person Daily Expenditures = Per Person - Trip Expenditures/People in Travel Party.
5. Includes those that didn't indicate length of stay but provided expenditures.

3.5. Previous Visitation & Awareness

3.5.1. Previous Visitation

Been to the SGI Before

Percentage of Visitors

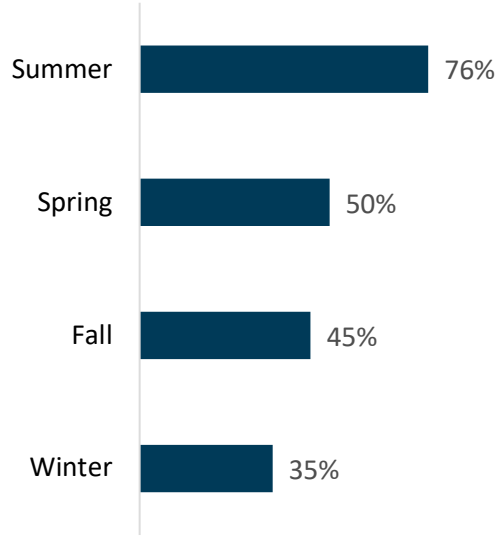


Average # of Trips in Past 2 years - among those who have been before:

3.4

Season of Past Visitation[1]

Percentage of Visitors



Q. Have you been to the Southern Gulf Islands before this trip? If yes, in what seasons?
Base: All intercept respondents, n=413.

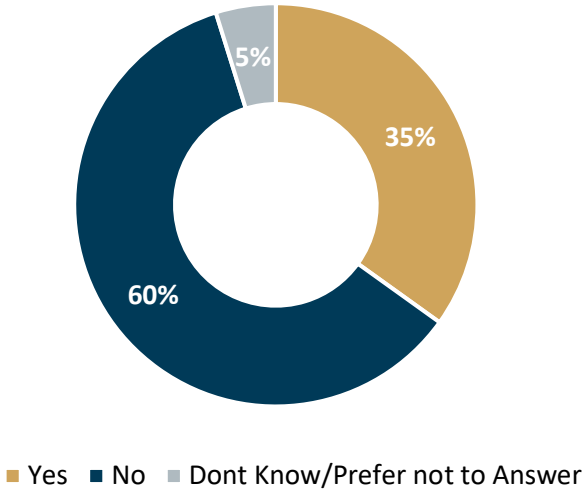
Q. How many trips have you made to the Southern Gulf Islands in the past 2 years?
Base: All intercept respondents that have previously visited SGI, n=316.

1. SGI visitors could respond with more than one response, so the sum totals more than 100%.

3.5.1. Awareness

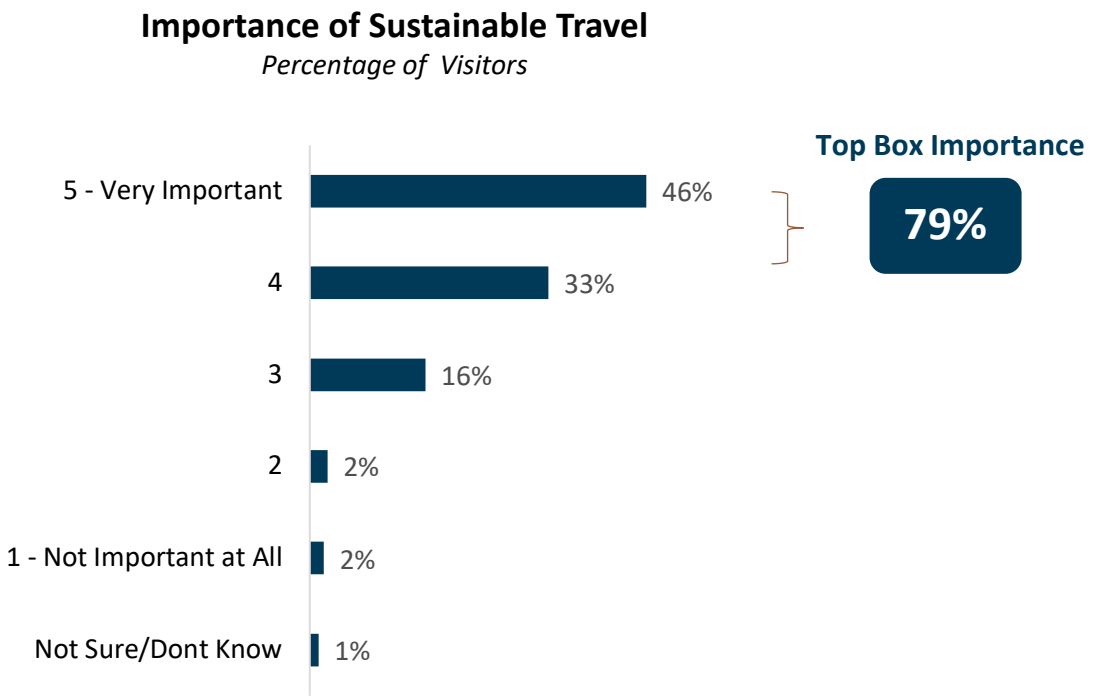
Aware of SGITP Brand Before Visit?[1]

Percentage of Visitors



Q. The Southern Gulf Islands Tourism Partnership (SGITP) is the community destination management organization for the Southern Gulf Islands region, which includes Galiano, Mayne, Pender, Saturna, and Salt Spring Island. SGITP markets the region as 'Southern Gulf Islands'. Before today, were you aware of the Southern Gulf Islands brand?
Base: All intercept respondents, n=414.

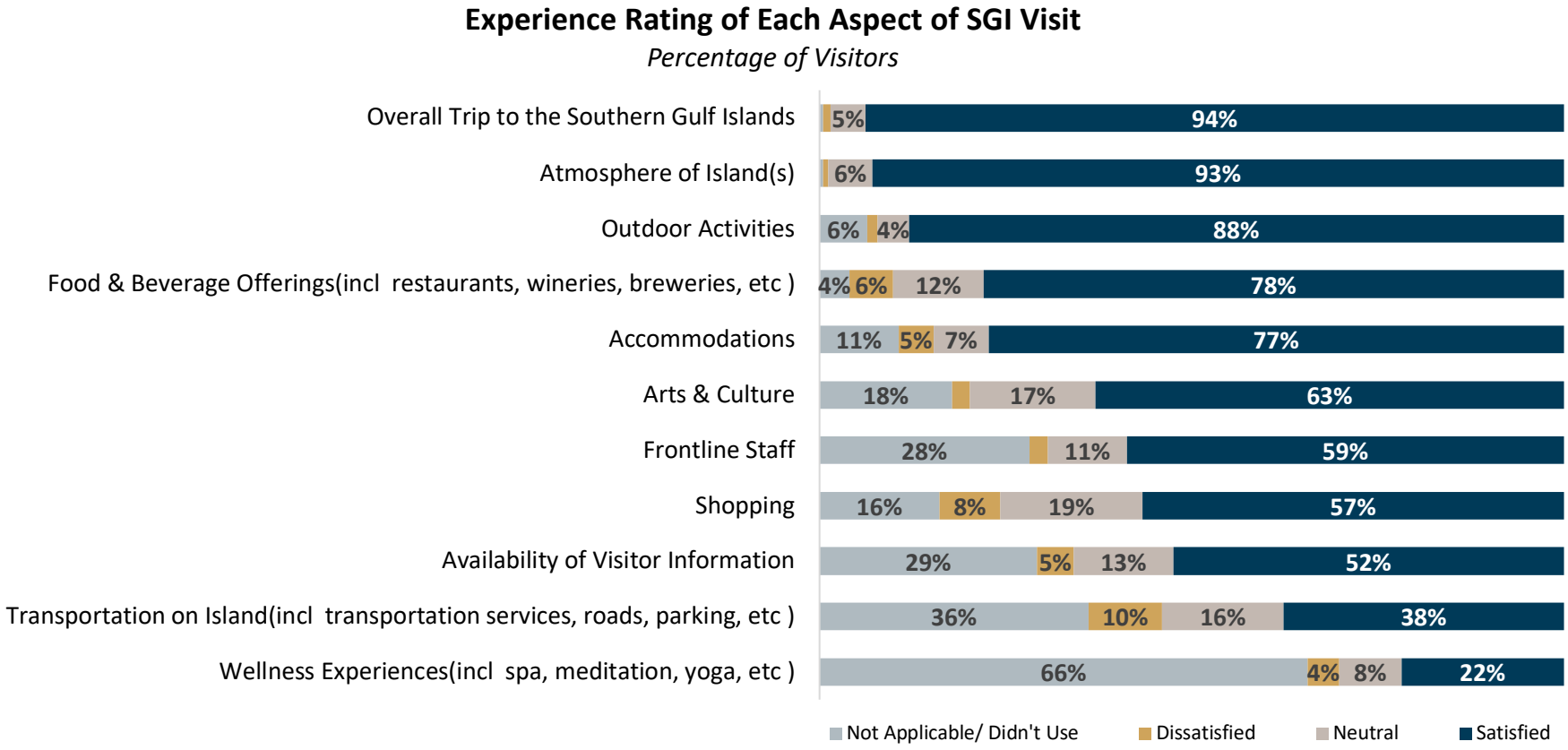
3.6. Sustainability in Tourism Experiences



Q. Sustainable travel refers to "travel that minimizes any negative impacts on the destination's environment, economy and society, while making positive contributions to the local people and conserving the destination's natural and cultural heritage". How important is it to you that your travel is considered 'sustainable'?
Base: All intercept respondents, n=411.

3.7. Evaluation of SGI Tourism Experiences

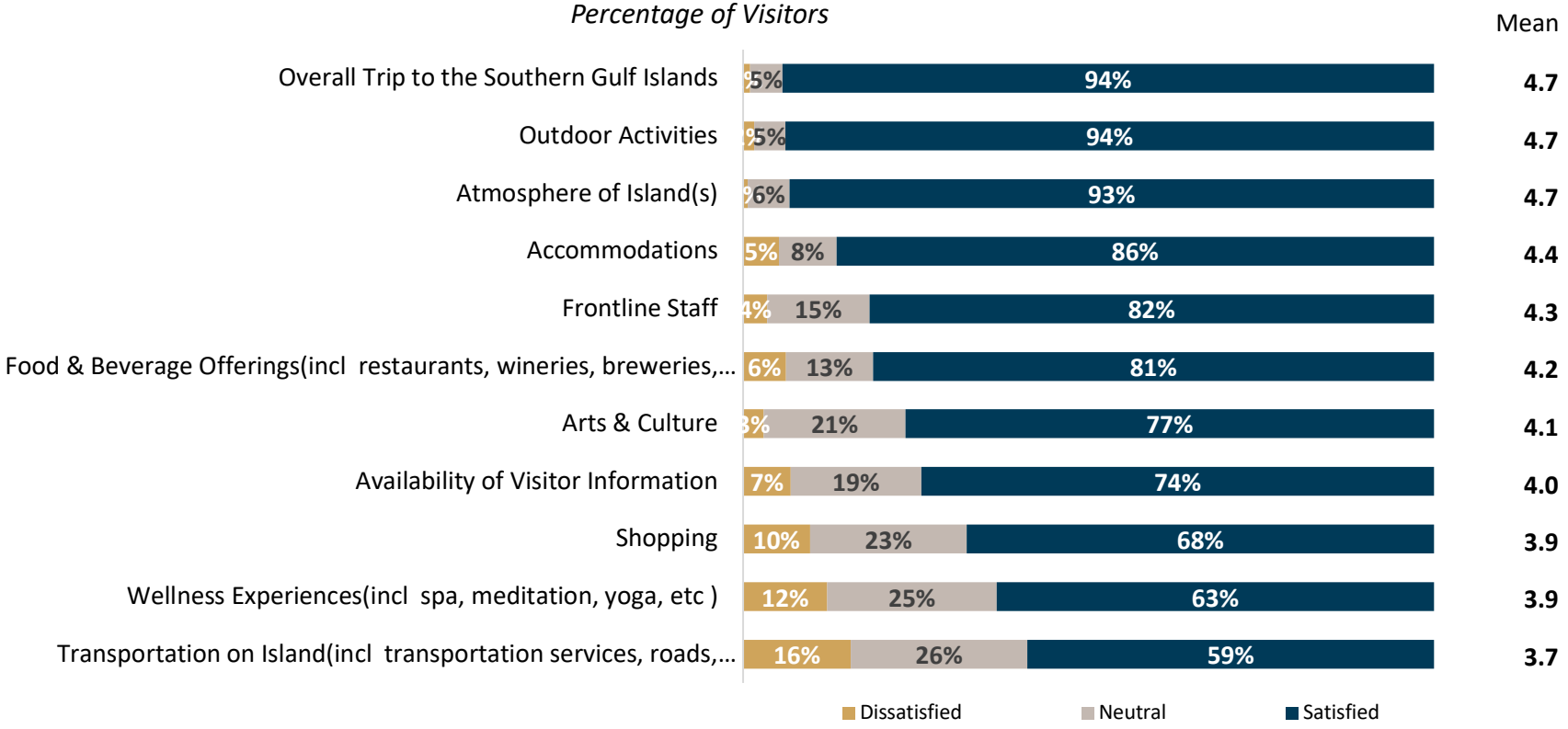
3.7.1. Experience Rating



1. Only responses of 4% or more are presented in this chart.

Experience Rating of Each Aspect of SGI Visit

Percentage of Visitors



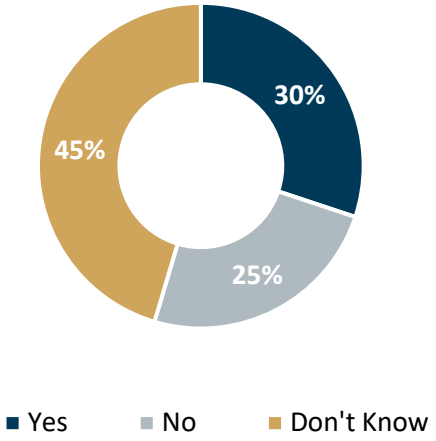
Q. Using a scale of 1 to 5 where 1 is 'Very Dissatisfied' and 5 is 'Very Satisfied', please rate your satisfaction with each of the following aspects of your trip to the Southern Gulf Islands?
Base: All intercept respondents excluding 'Not Applicable' answers, n=139-402.

1. Only responses of 4% or more are presented in this chart.

3.7.2. New Products, Services and Experiences

Are There Any New Or Expanded Products, Services Or Experiences That Would Enhance Your Visit to the SGI?

Percentage of Visitors



Recommended New/Expanded Products, Services or Experiences[1]

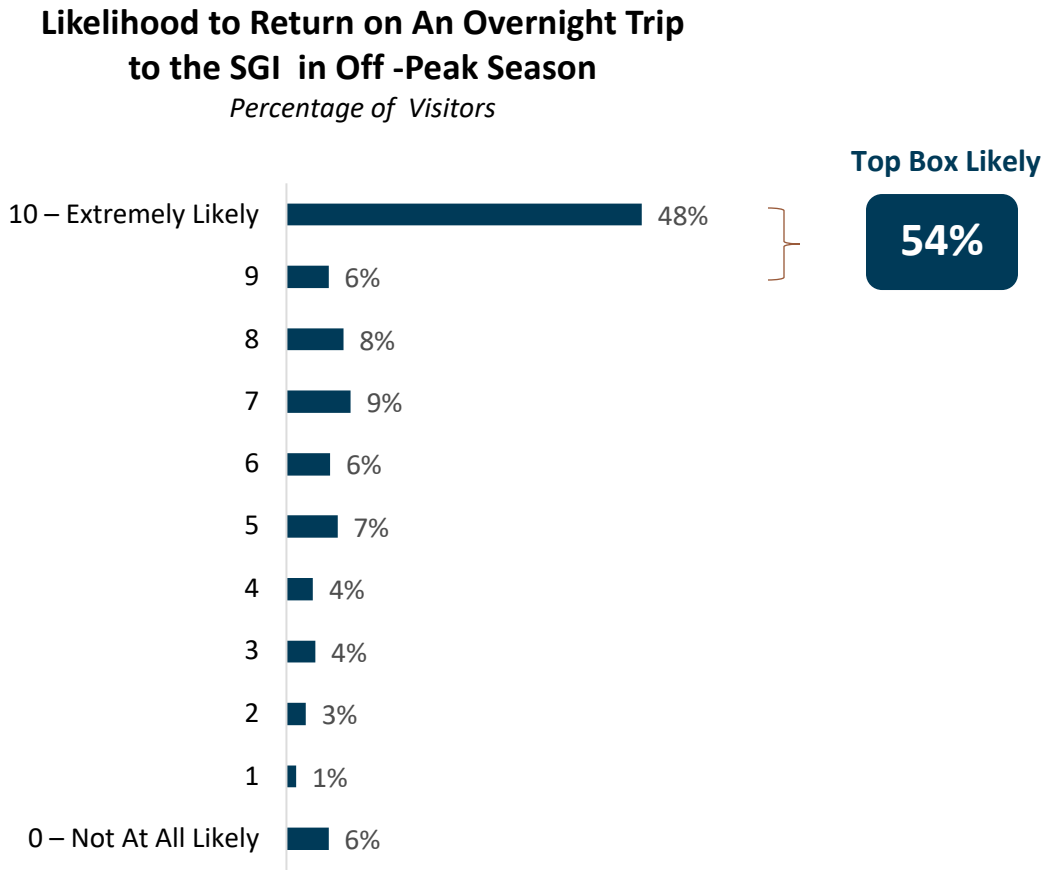
(392 visitors made 119 suggestions)

- *"Shuttle services if we wanted to come and not travel with a vehicle. Ocean front Walk in camping for all islands (dream wish I know)."*
- *"More road shoulders for cyclists, improved biking network with riders safety in mind."*
- *"More culturally diverse offerings, more pedestrian and dedicated bike paths."*
- *"Longer operating hours for businesses, wider variety of restaurants and cafes. Everything should stay open until 6 at least in summer."*
- *"More reliable taxi. Bus service was great tho. More variety in ethnic foods and Indigenous art/culture/history would also be good."*
- *"More inter island ferry route options. Wanted to go to Saturna during week but no daytime ferries."*
- *"Insufficient Garbage bins"*
- *"Astronomy or guided stargazing events. More farmers markets or food truck gatherings, outdoor movie nights, art studio painting events."*
- *"Grocery stores open later, better quality of accommodations, more restaurant and cafe choices, more children's activities."*

Q. Are there other any new or expanded products, services or experiences that would have enhanced your visit to the Southern Gulf Islands?
Base: All intercept respondents, n=392.

1. Not all comments are shown in this table. The complete list of comments is available in a separate file.

3.7.3. Likelihood To Return to SGI



Q. How likely do you think you are to take an overnight leisure trip the Southern Gulf Islands during the Fall, Winter or Spring in the next two years?
Base: All intercept respondents, n=393.

What would make you more likely to visit the Southern Gulf Islands outside of peak Summer months?[1] (187 visitors who rated likelihood to return 9 or less had 146 comments)
Not likely due to colder weather
Discounted rates for being out of season
The summers are so special here. I'd be more likely to come in the fall, winter and spring to do wellness retreats or other focused sports or activities.
If the weather was nicer and there was more going on. Also harder as some people in our group are still in school
Accommodation that is suited to the winter months
Would stay on more islands..book more days. Limited provisions in many marinas
Reasonable priced accommodation
Place where I stay to have better heat and more availability to water
Ferry schedule. Accommodates that don't sync up with ferry schedules will deter us from visiting during off season. I.e. if ferry comes in early morning but check in isn't until 4pm.
Special deals on accommodations, special events
Some open to public First Nations cultural events like pow-wow, salmon spawn, harvest festival, Octoberfest. If the islands get beautiful autumn colors, seeing those pictures on social media might bring me there more likely too.
More restaurants/food events open longer and on more days. More multicultural things as well. More affordable accommodations that are dog friendly too
I would be more likely to visit outside the peak summer season if there were more special events, festivals, and guided nature walks. Seasonal discounts on ferry fares and accommodations would also be a great incentive. Seeing more businesses, attractions, and restaurants open year-round, along with information about fall, winter, and spring activities, would encourage me to visit during those seasons as well.
A lot of the nice bays are plugged up with derelict boats. No room for tourists to anchor. Abandoned boats on buoys
Things to do. Many community activities only happen in the summer months.
Love the gulf islands but it is just expensive to vacation here (including off season). More reasonable accommodation
Alternatives to vehicle transportation
We wouldn't. It's too far and we come to enjoy swimming and hiking
We usually prefer off-peak travel time. However as we are here at what I thought was peak travel season and still struggle to find places to eat in the spa is closed I would be hesitant to come back in the winter when I assume things are closed more often
I don't believe that the islands are all as prepared for visitors outside peak season. We do enjoy visiting when it's quieter, and during the pretty spring and fall seasons (like the beautiful Japanese Garden on Mayne in bloom in spring). We had some trouble visiting Gabriola in the winter when it snowed as the roads weren't all cleared.
Ferry schedule that is more aligned with hotel check in/out times. This has discouraged us multiple times from visiting outside of summer months because of 7+ hours of wait from arrival/departure.

1. Not all comments are are shown in this table. The complete list of comments is available in a separate file.

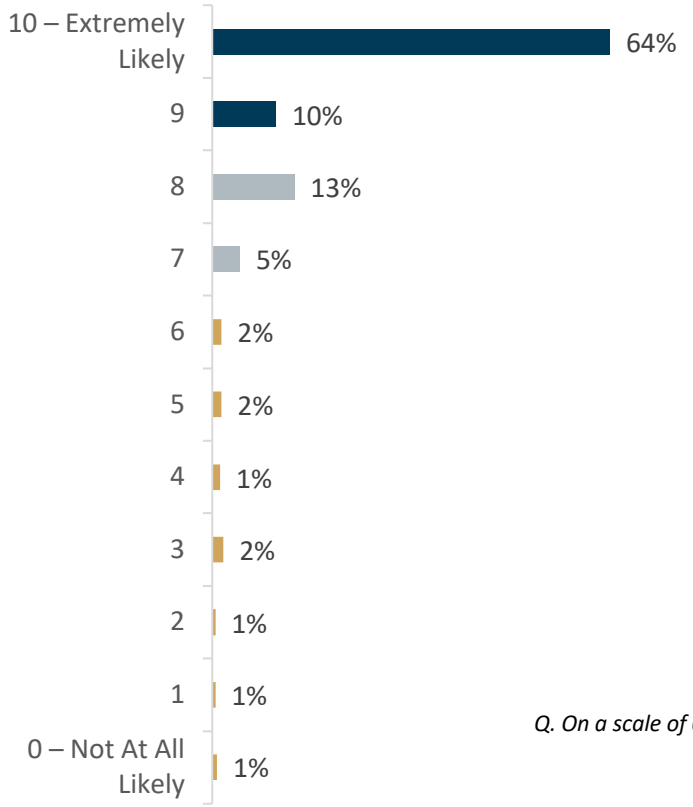
What is most appealing about visiting the Southern Gulf Islands outside of peak Summer months?[1] (209 visitors who rated likelihood to return 9 or 10, had 188 comments)
Affordable and accessible for out of city retreat.
All of the outdoor activities and markets available.
Arts and culture events, quieter (less busy), great for creative getaways, year-round lake and ocean appeal, food.
Being inside enjoying the rain. Drinking tea. Reading a book. Playing board games.
Cheap hotels! Of course. Also the change of scenery in different weather is very refreshing, I like to see how the land changes with the seasons.
Cheaper cost of accommodation, nice to get away from the hustle and bustle of the city and enjoy a slower pace of life.
Even more quiet and beautiful. We'd love to cycle but summer roads are scary. Maybe more 'easy to moderate' bike trails / paths.
Experience different seasons.
Fewer crowds, quieter roads, love the sound of the rain.
Fewer tourists. Often festivals (farm festivals). Fall foliage. Less traffic
Health and wellness, possibly whale watching.
Hiking, beach access. Boating.
I love how quiet it is here in the winter…and the weather…
I would love to come back during September to enjoy the seasonal produce and see the changes in nature. I also think it's the perfect time to ensure that local makers and growers have continued business.
less busy, cheaper accommodation (hopefully), different experiences.
Less traffic when biking, easier to find a very good camping location.
Peace, beauty, nature, ability to recharge, little bit of Paradise!
The fall and spring are nice getaways. The weather overall is always moderate which makes it nice.
The markets, the nature, small town feel and being surrounded by water.
totally different vibe and experience. like traveling to a whole other place. much slower and relaxing vibe.
Affordable and accessible for out of city retreat.
Scenery. Less crowded. Cheaper cost of accommodations.
QUIET! Having the beach to yourself is an amazing luxury.
Lots of traffic and the ferry was busy. I look forward to a quieter visit next time.
Less people, less line ups for the ferry, more time to spend with people who live on the island when they aren't as busy.
It's cozy and still enjoyable to relax with a good book, unwind and disconnect.

2. Not all comments are are shown in this table. The complete list of comments is available in a separate file.

3.7.4. Net Promoter Score (NPS)

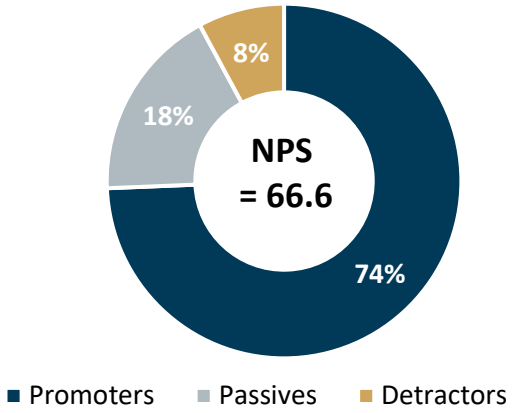
How Would You Rate Your Likelihood To Recommend the SGI As A Travel Destination To Friends/Family Or A Colleague?

Percentage of Visitors



The SGI's Overall Net Promoter Score

Percentage of Visitors



Q. On a scale of 0 to 10 where 0 is 'Not Likely at All' and 10 is 'Extremely likely', how likely are you to recommend the Southern Gulf Islands as a travel destination to a friend, family member or colleague?
Base: All intercept respondents, excluding PNTA, n=399.

What about your trip to the SGI led to your {NPS RATING} out of 10 (Extremely Likely) response?[1] (399 visitors had 338 comments)
Promoters
The Southern Gulf Islands are beautiful, relaxing and full of great businesses, people, and places to explore. They make a great weekend getaway and we will definitely be coming back and exploring the rest of the islands!
Positive experience at the resort with access to lake. Enjoyable hike for the kids with fairy doors. Nice cheese and lavender farm.
Natural environment, not too commercialized, ability to support local economy (producers, businesses, artists) and community.
Love the islands. Love bikepacking to them and feel I'm on a short vacation. The best.
It's quiet and peaceful island, perfect getaway from the busy mainland.
I've been here a number of times over the past ten years and often bring friends, family and partners here. I love the atmosphere, community vibe, the food, the art and the people.
Friendly locals, beautiful scenery, lots of opportunities for relaxation as well as activities. It is also a nearby getaway for Vancouver Island residents.
Beautiful, relaxing, rustic with great outdoor activities.
We love the peace on the islands, the climate is amazing, it's easy to get to, everyone is so kind, the food is tasty, the nature is astounding. It's a wonderful place to be.
We love it here — people are friendly, the natural beauty is breathtaking. It's queer-friendly, full of delicious food options and an escape from urban life.
We love coming to Pender to relax and recharge. We spend lots of time outdoors doing hikes and playing disc golf. Everything about here just makes all of the stress melt away.
We always have an amazing time no matter what island we are on. They all have their quirks but it's part of the charm.
The Southern Gulf islands just embody the small town feel that so many places lack. People know and care about each other, community spaces are respected and cared for by the visitors and the residents.
The quiet beauty and the amazing local merchants.
Passives
Well my 9yrs old son loves to come back here, it's peaceful, but as the years go by there are starting to have a lot of tourists and suddenly it's not quite and serene vacation.
It's nice here but the ferries take quite a bit of time to navigate! And it's hard to find accommodations even several months in advance (especially ones that don't require a 3 night minimum stay).
It's chill, but needs more places to eat
Transportation options are limited as I don't drive
Stunning scenery, nature. No bears or cougars which is nice. Nice people.
Salt Spring has nice outdoor activities and good restaurant options

Pender island is charming and has great food!
I love Salt Spring Island. The culture, the vibe and meeting up with long term friends that have also enjoyed vacationing here just as much as we have each and every year. The relaxing atmosphere where time slows down lets families enjoy moments longer. The farmers market and St Mary's Lake is a huge win for our family.
Beautiful islands, friendly people, clean air, excellent scenery.
Beautiful and a but remote so not for everyone.
Pros: vibe, multiple areas to explore. Cons: garbage collection, lack of shopping, lack of dining options, needs more swimming areas.
Lots of amenities, quiet and natural environment, love Woods on Pender.
It is only about an hour ferry ride, the hikes are beautiful. Local people are friendly, small island to navigate, you can do a lot of it in a short time.
I love the nature. The beaches. How quaint and quiet it is on Pender. Love the disc golf.
I guess a better warning about the amount of hills is my only complaint because we had an amazing trip otherwise and the islands are amazing!
Detractors
We came for a cycling experience. Ending up feeling we did a high risk activity. I'd recommend this destination for travel but absolutely not for cycling. Stop false advertising.
The cost of the ferry, lack of amenities.
I absolutely hate how difficult it is to walk here. It's so car-centric; I ended up driving more here than I do at home. Also, a market that doesn't allow dogs, bordering on a park that also doesn't allow dogs meant having to walk around busy parking lots. - so not charming. Also, the people walking in the near our Airbnb seemed to have a problem with us invading their neighbourhood.
You can't really see all the Islands because the ferry does not accommodate well
The distance I travelled to get here was expensive but well worth it but for friends or family it would be a hard sell as we are all out of province.
Most restaurants closed due to staffing issue or ran out of food. Couldn't get around by bus and no taxis or other means.
Lacks food businesses or even availability.
Lack of quality accommodations, restaurants, cafes. We ended up coming to the island to do the same work we would have to do at home.
Wanted a relaxing family getaway with our elementary aged kids. Resort was $$$ and staff were initially not welcoming, seemed stressed. Took a while to see any restaurants when we arrived felt a bit lost when we got off ferry where to go next. Beautiful Island but was really expensive for 2 nights stay in what we normally spend for Fairmont Victoria.
This island is a challenge to get to, roads in bad shape and super expensive for longer or work visits. The cost outweighs the work. I prefer Mayne or SSI.
The general vibe, friendliness of the island. Relaxed atmosphere.
They get too busy in the peak season, and then it just feels like you're navigating vehicles and parking instead of enjoying yourself. I don't think there's anything you can do about that though, I just recommend people go in the off season. Then there isn't as much open.
Lovely location and locals but would recommend only visiting on a weekend to avoid missing certain things.
It was pleasant, but not very different from Vancouver island, so maybe not worth the trip.

As a destination, it could be seen as a little boring if you don't island hop or come in the off season. Summer time there are lots of events but off season there isn't much to do.
The cost of the ferry, lack of amenities.

1. Not all comments are are shown in this table. The complete list of comments is available in a separate file.

Appendix A. Questionnaires
Appendix B. Other NPS Results

Appendix A. Questionnaire

Southern Gulf Islands
2025/26 Visitor Study
Intercept Survey

Welcome Page

Welcome to the Southern Gulf Islands' Visitor Survey!

Thank you for participating in this survey. The Southern Gulf Islands Tourism Partnership wants to better understand the experience of visitors while in destination which will help us improve.

This survey may take approximately 3-5 minutes to complete depending on your answers. If you need to exit the survey and complete it at another time, please use the 'save & continue later' button on the upper right of your screen.

By completing this short survey, you may be eligible to opt-in to a draw to win one (1) monthly prize of a pre-paid gift VISA card valued at $100 (Canadian dollars and accepted worldwide). The draw will be held within the first two weeks of the following month. In addition, you can opt to complete a second survey once you have returned home. By completing the follow up questionnaire, you will be eligible for a draw to win a quarterly prize of one (1) pre-paid gift VISA cards valued at $200 each (Canadian dollars and accepted worldwide). Please note, entry for both draws are limited to visitors (local residents are excluded) with one entry per travel party per month (first survey) or per quarter (second survey). As such, please have only one member of your travel party complete the survey.

How to navigate? Please use the PREVIOUS and NEXT buttons at the bottom of your screen to navigate through the survey. Do not use your web browser's navigation buttons located at the top of your screen as they may cause connection errors.

Questions? If you have any questions, or experience any technical difficulties while completing this survey, please contact Align Consulting by email at surveys@alignconsultinggroup.ca.

Please click 'next' to start the survey.

Screening Questions

Are you currently on one of the Southern Gulf Islands or have been in the past week? For our purposes, the Southern Gulf Islands includes Galiano, Mayne, Pender, Saturna, and Salt Spring Island.

- ○ Yes
- ○ No | THANK & TERMINATE

THANK YOU MESSAGE - ['Thank you for your time; however, we are looking to speak with tourists recently or currently in destination.']

Which of the following best describes you? Please note that Southern Gulf Islands includes Galiano, Mayne, Pender, Saturna, and Salt Spring Island.

Please select most appropriate response.

- ○ A DAY VISITOR TO THE SOUTHERN GULF ISLANDS (not staying a night on one of the islands)
- ○ AN OVERNIGHT VISITOR STAYING IN THE SOUTHERN GULF ISLANDS FOR 1 TO 29 NIGHTS
- ○ A SEASONAL VISITOR STAYING FOR 30 NIGHTS OR MORE | THANK & TERMINATE
- ○ A RESIDENT OF GALIANO, MAYNE, PENDER, SATURNA, OR SALT SPRING ISLAND WHO IS NOT TRAVELLING TO ANOTHER ISLAND | THANK & TERMINATE
- ○ A PROPERTY OWNER ON GALIANO, MAYNE, PENDER, SATURNA, OR SALT SPRING ISLAND, BUT NOT A RESIDENT (i.e. a secondary home owner) | THANK & TERMINATE
- ○

THANK YOU MESSAGE - ['Thank you for your time; however, we are looking to speak with tourists staying under a month. Have a great day.']

Have you or anyone in your travel party already completed this survey by Southern Gulf Islands Tourism Partnership in the past month?

By travel party, we mean the people who are sharing expenses during the trip.

- ○ YES | THANK & TERMINATE ['Thank you for your time; however, we are seeking feedback from each travel party only once per month.]
- ○ NO

Are you 18 years of age or over?

- ○ YES
- ○ NO | THANK & TERMINATE [Thank you for your time; however, we are only targeting visitors 18 years and older.]

What is the primary purpose of this trip to the Southern Gulf Islands (Galiano, Mayne, Pender, Saturna, Salt Spring Island)? Is it for…

Please select the most appropriate response.

- ○ LEISURE (I.E. VACATION)
- ○ VISITING FRIENDS AND FAMILY
- ○ CULTURAL EVENT (I.E. CONCERT)
- ○ A BUSINESS VISITOR (I.E. MEETINGS, CORPORATE RETREAT)
- ○ A COMMERCIAL VISITOR (I.E. DELIVERY DRIVER) | THANK & TERMINATE
- ○ OTHER (I.E. EDUCATION OR OTHER REASONS)

ASK IF Business or Other in Q4, **As a Business Visitor on this trip, what was your main reason for coming to the Southern Gulf Islands (Galiano, Mayne, Pender, Saturna, Salt Spring Island)?**

Please select the most appropriate response.

- ○ A BUSINESS/CORPORATE RETREAT
- ○ A CONFERENCE
- ○ MEETINGS WITH SOUTHERN GULF ISLAND BUSINESSES
- ○ SALES/SALES REPRESENTATIVE
- ○ OTHER

ASK IF NOT Business/Corporate Retreat or Conference, **Did you spend any leisure time during this business trip to the Southern Gulf Islands (Galiano, Mayne, Pender, Saturna, Salt Spring Island)?**

- ○ YES
- ○ NO | THANK & TERMINATE
- ○ DON'T KNOW/ PREFER NOT TO ANSWER | THANK & TERMINATE

THANK YOU MESSAGE [Thank you for your time; however, we are looking to only speak with visitors who spent leisure time in Southern Gulf Islands.]

_____

Market Origin

Where do you live? Defined as your usual place of residence.

Please select the most appropriate response.

- BC – GREATER VICTORIA & VANCOUVER ISLAND
- BC – LOWER MAINLAND (I.E. VANCOUVER, SURREY, LANGLEY)
- BC – OTHER AREAS OF BC
- ALBERTA
- OTHER CANADA
- USA – WASHINGTON STATE
- USA – OREGON
- USA – CALIFORNIA
- USA - OTHER
- OVERSEAS
- PREFER NOT TO ANSWER

IF CANADA, For statistical purposes, what is your postal code?

Please note, providing a full postal code helps us better understand our visitors.

- POSTAL CODE *(i.e. V5N3M5, alpha-numeric, no spaces)*: _____
- PREFER NOT TO ANSWER

IF USA, what is your zip code?

Please note, providing a 5-digit zip code helps us better understand our visitors.

- ZIP CODE (i.e. 90740): _____

o PREFER NOT TO ANSWER

Travel Party & Trip Characteristics

Including yourself, how many people are in your travel party on this trip? How many are children under 18, how many are seniors 65 or over, and how many were adults? *(Travel party includes individuals who have the same itinerary and/or shared expenses.) Please enter the number in each category. If none, please enter '0'.*

ADULTS (19-64): _____

SENIORS (65+): _____

CHILDREN (0-18): _____

TOTAL [AUTOSUM]: _____

How did you initially arrive on the Southern Gulf Islands on this trip?

Please select most appropriate response.

- ○ BC FERRIES – WALK-ON/FOOT PASSENGER
- ○ BC FERRIES – WALK-ON WITH BICYCLE PASSENGER
- ○ BC FERRIES – VEHICLE DRIVER/PASSENGER
- ○ BOAT
- ○ FLOAT PLANE
- ○ OTHER, PLEASE SPECIFY: _____
- ○ PREFER NOT TO ANSWER

Which of the following Southern Gulf Islands are you visiting on this trip?

Please select all that apply.

- ☐ GALIANO
- ☐ MAYNE
- ☐ PENDER
- ☐ SATURNA
- ☐ SALT SPRING ISLAND
- ☐ PREFER NOT TO ANSWER

How many nights are you away from home on this trip?

Fill in the number of nights, the answer should be a numeric value.

Nights: _____

- ○ NONE – DAY TRIP ONLY
- ○ DON'T KNOW

ASK IF TRIP LENGTH IS NOT DAY TRIP, **And how many of those nights were/are being spent on the Southern Gulf Islands (Galiano, Mayne, Pender, Saturna, Salt Spring Island)?**

Fill in the number of nights, the answer should be a numeric value. The value should be less than answer in Q5.

Nights: _____

- ○ NONE – DAY TRIP ONLY
- ○ DON'T KNOW

[ASK IF Overnight on Southern Gulf Islands]

What was your primary type of accommodation while on the Southern Gulf Islands this trip? Would you describe it as…

If you stayed in more than one type of accommodation, please select the one you stayed the longest in/at.

Please select most appropriate response.

- ○ RESORT/HOTEL
- ○ BED & BREAKFAST/INN
- ○ VACATION RENTAL (E.G. AIRBNB, VRBO)
- ○ CAMPGROUND/RV PARK
- ○ MARINA
- ○ FRIENDS &/OR FAMILY
- ○ OTHER (PLEASE SPECIFY:_____)
- ○ NONE – DAY TRIP ONLY
- ○ DON'T KNOW

Trip Purpose & Activities

What was the main reason for this trip to the Southern Gulf Islands?

Primary activity is what motivated your trip or what you will spend the most time doing while in Southern Gulf Islands. Please select most appropriate response.

- ○ PRIVATE EVENT (E.G. WEDDING)
- ○ WELLNESS RETREAT (E.G. SPA, YOGA, MEDITATION WHICH INCLUDES YOUR ACCOMMODATIONS)
- ○ WELLNESS EVENT/ACTIVITY (E.G. SPA, YOGA, MEDITATION)
- ○ ATTENDING A CONCERT / FESTIVAL / EVENT
- ○ EXPERIENCE ARTS & CULTURE (E.G. VISIT GALLERIES, STUDIOS, FOUNDRIES)
- ○ FOOD/CULINARY EXPERIENCES (INCLUDING VISITING WINERIES OR BREWERIES)
- ○ FARM EXPERIENCES
- ○ PARTICIPATE IN OUTDOOR RECREATION (E.G CYCLING, FISHING, KAYAKING, PADDLEBOARDING, HORSEBACK RIDING, HIKING, BIRDING)
- ○ PARTICIPATING IN A SPORTING EVENT (E.G. TOURNAMENT, BIKE RACE)
- ○ VISITING FRIENDS AND RELATIVES
- ○ EXPERIENCING NATURE/WILDLIFE
- ○ ESCAPED FROM CITY/A GETAWAY
- ○ BUSINESS/CORPORATE MEETING/RETREAT/EVENT **[PRESELECT FOR BUSINESS]**
- ○ OTHER (PLEASE SPECIFY:_____)

What outdoor recreational activities, if any, have you or your travel party participated in/plan to participate in while on the Southern Gulf Islands during this trip?

Please select all the apply.

- ☐ HIKING
- ☐ KAYAKING
- ☐ PADDLEBOARDING
- ☐ BOATING/SAILING
- ☐ CYCLING
- ☐ FISHING
- ☐ SCUBA DIVING
- ☐ HORSEBACK RIDING
- ☐ BIRDING
- ☐ GOLFING
- ☐ BEACHCOMBING
- ☐ OTHER (PLEASE SPECIFY: _____)

- ☐ NONE – DID NOT PARTICIPATE IN ANY OUTDOOR RECREATION
- ☐ PREFER NOT TO ANSWER

While on the Southern Gulf Islands, which of the following did you do/plan to do on this trip?

Please select all that apply.

- ☐ VISITED AN ART GALLERY, LOCAL ARTISTS' STUDIO, CARVING SHED, JEWELLER
- ☐ ATTENDED A CONCERT/FESTIVAL/EVENT
- ☐ ATTENDED A FARMER'S MARKET
- ☐ VISITED A WINERY OR BREWERY
- ☐ SAMPLING LOCAL CUISINE / CULINARY EXPERIENCES
- ☐ VISITED A FARM
- ☐ ATTENDED A SPA OR OTHER WELLNESS SERVICE (E.G. MEDITATION, YOGA, MASSAGE)
- ☐ RENTED A BIKE OR MOPED
- ☐ RENTED A KAYAK/PADDLEBOARD
- ☐ WENT ON A FISHING TOUR/CHARTER
- ☐ WENT ON A SEAPLANE TOUR/CHARTER
- ☐ WENT ON A KAYAK TOUR
- ☐ VISITING MUNICIPAL/REGIONAL PARKS
- ☐ VISITING PROVINCIAL PARKS
- ☐ VISITING NATIONAL PARKS/RESERVES
- ☐ PARTICIPATED IN AN INDIGENOUS CULTURAL ACTIVITY OR EVENT
- ☐ SHOPPED FOR GIFTS OR CLOTHING
- ☐ SHOPPED FOR GROCERIES
- ☐ VISITING FRIENDS / RELATIVES
- ☐ OTHER, PLEASE SPECIFY:_____
- ☐ NONE OF THE ABOVE
- ☐ PREFER NOT TO ANSWER

TRIP SPEND

Thinking about accommodation, food, activities, shopping and transportation, approximately how much did your travel party spend on this trip, while on the Southern Gulf Islands (Galiano, Mayne, Pender, Saturna, Salt Spring Island)?

Fill in the dollar value for the whole travel party. Please EXCLUDE transportation to/from Southern Gulf Islands.

Expenditures: $_____

NOT SURE/DON'T KNOW
PREFER NOT TO ANSWER

Approximately what percentage of your party's total expenditures while in the Southern Gulf Islands were attributed to the following categories?
Please enter the appropriate proportions below, excluding transportation to/from Southern Gulf Islands. Please insert '0' for those categories you did not spend any money in. The sum of your answers should equal 100%.

___ **% on Accommodation (resorts, hotels, lodge, camping/RV fees, etc.) *IF DAY VISITOR ENTER '0'***
___ % on Transportation on/within Southern Gulf Islands (vehicle rental, gas, taxi, chartered transfer, boat, float plane, helicopter etc.)
___ % on Food and Beverage (including taxes and tips)
___ % on Shopping (clothing, gifts, books, etc.)
___ % on Attractions (admission, shows, etc.)
___ % on Outdoor Recreation (fees, rentals, tours, etc.)
___ % on Wellness Services/Activities (spa, yoga, meditation, etc.)
___ % on Other Expenditures

PREVIOUS VISITATION & TRIP PLANNING

***Have you been to* the Southern Gulf Islands before this trip? If yes, in what seasons?**
Please select all that apply.

☐ YES – WINTER
☐ YES – SPRING
☐ YES – SUMMER
☐ YES – FALL
☐ NO – THIS WAS MY FIRST TRIP TO THE SOUTHERN GULF ISLANDS [EXCLUSIVE]
☐ PREFER NOT TO ANSWER [EXCLUSIVE]

ASK IF HAVE BEEN BEFORE, **How many trips have you made to the Southern Gulf Islands in the past 2 years?**

Fill in the number of trips in past two years to the Southern Gulf Islands, the answer should be a numeric value. An estimate is fine.

Number of Trips in Past Two Years: _____

NOT SURE/DON'T KNOW

PREFER NOT TO ANSWER

The Southern Gulf Islands Tourism Partnership (SGITP) is the community destination management organization for the Southern Gulf Islands region, which includes Galiano, Mayne, Pender, Saturna, and Salt Spring Island. SGITP markets the region as 'Southern Gulf Islands'. Before today, were you aware of the Southern Gulf Islands brand?

- ○ YES
- ○ NO
- ○ DON'T KNOW
- ○ PREFER NOT TO ANSWER

Sustainable travel refers to "travel that minimizes any negative impacts on the destination's environment, economy and society, while making positive contributions to the local people and conserving the destination's natural and cultural heritage". How important is it to you that your travel is considered 'sustainable'?

Please select one response.

- ○ 1 - NOT IMPORTANT AT ALL
- ○ 2
- ○ 3
- ○ 4
- ○ 5 – VERY IMPORTANT
- ○ NOT SURE/DON'T KNOW
- ○ PREFER NOT TO ANSWER

EXPERIENCE EVALUATION

Using a scale of 1 to 5 where 1 is 'Very Dissatisfied' and 5 is 'Very Satisfied', please rate your satisfaction with each of the following aspects of your trip to the Southern Gulf Islands? *Select one response per line.*

	1 – VERY DISSATISFIED	2	3	4	5 – VERY SATISFIED	NOT APPLICABLE
Accommodations	O	O	O	O	O	O
Arts & Culture (incl. studios, galleries, festivals, etc.)	O	O	O	O	O	O
Wellness Experiences (incl. spa, meditation, yoga, etc.)	O	O	O	O	O	O
Outdoor Activities	O	O	O	O	O	O
Food & Beverage Offerings (incl. restaurants, wineries, breweries, etc.)	O	O	O	O	O	O
Shopping	O	O	O	O	O	O
Food & Beverage Offerings	O	O	O	O	O	O
Transportation on Island (incl. transportation services, roads, parking, etc.)	O	O	O	O	O	O
Availability of Visitor Information	O	O	O	O	O	O
Frontline Staff	O	O	O	O	O	O
Atmosphere of Island(s)	O	O	O	O	O	O
Overall Trip to the Southern Gulf Islands	O	O	O	O	O	O

Are there any other new or expanded products, services or experiences that would have enhanced your visit to the Southern Gulf Islands?

Please select one response.

- ○ YES, WHAT ARE THEY? _____
- ○ NO
- ○ DON'T KNOW
- ○ PREFER NOT TO ANSWER

On a scale of 0 to 10 where 0 is 'Not Likely at All' and 10 is 'Extremely likely', how likely are you to recommend the Southern Gulf Islands as a travel destination to a friend, family member or colleague?

Please select one response.

- ○ 0 – NOT AT ALL LIKELY
- ○ 1
- ○ 2
- ○ 3
- ○ 4
- ○ 5
- ○ 6
- ○ 7
- ○ 8
- ○ 9
- ○ 10 – EXTREMELY LIKELY
- ○ 99 – PREFER NOT TO ANSWER

What about your trip to the Southern Gulf Islands led to your {{ NPS RATING }} out of 10 (Extremely Likely) response? *Please be as specific as possible.*

_____

How likely do you think you are to take an overnight leisure trip the Southern Gulf Islands during the <u>Fall, Winter or Spring</u> in the <u>next two years</u>?

Please select one response.

- ○ 0 – NOT AT ALL LIKELY
- ○ 1
- ○ 2
- ○ 3
- ○ 4
- ○ 5
- ○ 6
- ○ 7
- ○ 8
- ○ 9
- ○ 10 – EXTREMELY LIKELY
- ○ 99 – PREFER NOT TO ANSWER

ASK IF Q21 < 9, What would you make you more likely to visit the Southern Gulf Islands outside of peak Summer months? Please be as specific as possible.

_____

ASK IF Q21 =9,10, What is most appealing about visiting the Southern Gulf Islands outside of peak Summer months? *Please be as specific as possible.*

_____

DEMOGRAPHICS

Finally, we just have a few questions about your travel party so we can better understand visitors to the Southern Gulf Islands.

In which of the following age categories are you? Are you...

Please select *one response.*

- ○ 19-24 YEARS
- ○ 25-34 YEARS
- ○ 35-44 YEARS
- ○ 45-54 YEARS
- ○ 55-64 YEARS
- ○ 65-74 YEARS
- ○ 75 YEARS OR OLDER
- ○ PREFER NOT TO ANSWER

What gender do you identify as?

Please select *one response.*

- ○ FEMALE/WOMAN/FEMININE
- ○ MALE/MAN/MASCULINE
- ○ NON-BINARY, GENDER FLUID, AND/OR TWO-SPIRIT
- ○ MY GENDER IDENTITY IS NOT LISTED, PLEASE SPECIFY _____
- ○ PREFER NOT TO ANSWER / DON'T KNOW

What is your total annual household income, before tax (i.e. the combined income of all members of your household)?

- ○ UNDER C$20,000
- ○ C$20,000 TO C$39,999
- ○ C$40,000 TO C$59,999
- ○ C$60,000 TO C$79,999
- ○ C$80,000 TO C$99,999
- ○ C$100,000 TO C$149,999
- ○ C$150,000 OR OVER
- ○ PREFER NOT TO ANSWER
- ○ DON'T KNOW

Thank you!

Thanks for your time today, that concludes our survey.

You are eligible to be entered into the monthly draw for one (1) gift card valued at $100 (CDN). We will need your first name, telephone number and/or email address. This information will be kept confidential and used only to administer the draw. Would you like to be entered into the draw?

1. Yes
2. No

IF YES, Please provide the following:

Name: _____

Telephone: _____

Email: _____@_____. _____

That completes the survey. Thank you for your valuable feedback!

Appendix B. Other NPS Results

Other published NPSs for tourism destinations include:

- British Columbia's NPS was 59.5 in 2017.[3] Destination British Columbia tracks NPS annually and targets an improvement of 0.5 points per year and saw a slight increase from 2016 NPS = 58.3, but declined from 2015 NPS = 63.3 and 2014 NPS = 68 (2014). Destination British Columbia notes this may be due to a survey design effect. Since 2017, NPS score reporting is based on relative scores in specified markets therefore actual score is not detailed in annual service plans. It should be noted that post-pandemic, benchmarks are being re-established as well.
- Destination Canada's Global Tourism Watch studies measures the NPS for Canada through surveys of long-haul travellers in key markets around the world. Since the Pandemic, all NPS data is normalized and presented only as relative graphs therefore individual scores are not published. The most recent scores reported is 2018. In 2018, Canada's NPS varies by market, including: Mexico (2018 NPS = 61), India (2018 NPS = 39), Germany (2018 NPS =22), China (2018 NPS = 20), the United Kingdom (2018 NPS = 20), Australia (2018 NPS = 23), France (2018 NPS = 28), the United States (2018 NPS = 17), South Korea (2018 NPS = -3) and Japan (2018 NPS = -20). The latest domestic NPS for Canadian residents was in 2017 which had a score of 35. [4]
- New Zealand's Visitor Experience Monitor tracked the NPS for international visitors in 2018. Overall New Zealand has an NPS of 86. In 2018, New Zealand's NPS by market were: United States (NPS = 86), the UK (NPS = 88), Australia (NPS – 80), Germany (NPS = 70), China (NPS = 69) and Japan (NPS = 60).[5]
- Tourism Golden conducted a Visitor Study in the summer of 2019 as part of an ongoing annual project. Their NPS measured 51.3 which was up from 31.8 in 2017.[6]
- Destination Greater Victoria conducted a year-round Visitor Study in 2018/19 which measured the annual NPS as 78 while the summer NPS was 74.[7]
- Tourism Kelowna measured Kelowna's NPS in 2018 and 2016. The total over three seasons was 2018 NPS = 65 and results varied by season (spring NPS = 78, summer NPS = 56 and fall NPS = 65). In 2016, the overall result was 2016 NPS = 65, results varied by season (spring NPS = 72, summer NPS = 53 and fall NPS = 67) [8]

[3] Measured short-haul markets only. https://www.destinationbc.ca/content/uploads/2018/11/2017-18-DBC-ASPR_FINAL.pdf
[4] Destination Canada 2018. Global Tourism Watch Reports. https://www.destinationcanada.com/en/global-tourism-watch
[5] Tourism New Zealand Insight Team. 2018. Visitor Experience Monitor 2017 Infographic. https://www.tourismnewzealand.com/media/3423/visitor-experience-infographic-april-2018.pdf
[6] Tourism Golden, retrieved from: https://www.tourismgolden.com/sites/default/files/2019-Golden%20Summer%20Visitors%202019%20FINAL.pdf
[7] Destination Greater Victoria, retrieved from: https://www.tourismvictoria.com/sites/default/files/dgv_2019_visitor_survey_report_final.pdf
[8] https://assets.simpleviewinc.com/simpleview/image/upload/v1/clients/kelowna/2018_Visitor_Intercept_Survey__39864534-92ba-4880-9de4-b8000a1476cf.pdf

- Tourism Nanaimo has measured Nanaimo's NPS in peak season of 2017, 2016 and 2015. 2017 NPS = 16, 2016 NPS = 30, 2016 NPS = 41.[9]
  - Steamboat Springs, Colorado[10] has measured NPS since 2010 (2010 NPS = 75, 2014 NPS = 67).
  - Bend, Oregon measured NPS over a five year period.[11] In winter 2016/17 Bend achieved a NPS = 78, while summer 2016 NPS = 82 and winter 2015/16 NPS = 80. These scores were higher than past summer visitor research (NPS 2013 = 79, NPS 2012 = 75, NPS 2009 = 65 and NPS 2008 = 58).
  - NPS was measured for Australian destinations in 2006 with scores ranging from -55 (Adelaide) to 80 (Broome).[12]

Past research has shown that NPS in the tourism industry can vary by[13]:

- Market of origin (this could be a result of actual experience differences or interpretation of response scales),
- Repeat vs. first time visitors,
- Household composition (households with children, households without children, empty nesters),
- Community length of stay (day vs. overnight visitors),
- Primary trip purpose (business vs. leisure trips),
- Destination characteristics (factors) that drive destination selection, and
- Seasonal visits, probably related to primary trip activity (e.g. ski/winter vs. summer).

[9] The Sociable Scientists for Tourism Nanaimo. 2016. https://www.tourismnanaimo.com/wp-content/uploads/2017/06/VES15-Nanaimo-Profile-FINAL-Nov22.pdf

[10] Mount, I. (2014). A Whole Town in Colorado Pushes to Improve its Customer Service. New York Times. http://www.nytimes.com/2014/10/16/business/smallbusiness/a-whole-town-tries-to-improve-its-customer-service-how-could-we-be-a-70.html?_r=0

[11] RRC Associates Inc. 2016. Bend Area Winter Visitor Survey—Final Results 2016/17. Prepared for Visit Bend. https://www.visitbend.com/wp-content/uploads/2018/03/Bend-Winter-16-17-Visitor-Survey-FINAL.pdf

[12] Ritson, Mark (2006). Net Promoter Scores Australia 2006. Melbourne Business School.

[13] This list has been compiled from a variety of sources including results from the Bend, Oregon study, the Destination Canada's Global Tourism Watch studies, New Zealand's Visitor Experience Monitor, Destination BC and other confidential sources.