



RESEARCH, PLANNING & EVALUATION

ROSSLAND MOUNTAIN BIKE VISITOR STUDY 2011 RESULTS

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Acknowledgements

The 2011 Rossland Mountain Bike Visitor Study was a comprehensive survey of mountain bike travellers to Rossland between July 1 and September 5, 2011.

The Rossland Mountain Bike Visitor Study was a partnership between Tourism British Columbia (part of the Ministry of Jobs, Tourism and Skills Training), Western Mountain Bike Tourism Association and Tourism Rossland.

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Executive Summary

The purpose of this study was to develop a profile of mountain bikers who visited Rossland, in terms of traveller and trip characteristics.

Travellers were interviewed while mountain biking on trails in Rossland (Centennial, Red Mountain, Malde Creek, Seven Summits trail/Nancy Greene and Mining School) or at a local bike shop. Interviews collected information from travellers during their trip and a follow-up questionnaire collected information from travellers after their trip. The purpose of the follow-up questionnaire was to gather information about trip motivation, planning, experiences and activities, and to understand travellers' perceptions of the Rossland area and British Columbia upon trip completion.

- Between July 1 and September 5, 2011, 574 people were approached at various mountain bike trails or at a local bike shop in Rossland. Of those, 533 agreed to complete the interview. However, 7 of these individuals had previously completed the survey and were not invited to participate a second time, 310 were excluded as they were from the local Rossland/Trail area and had completed a shorter version of the survey, and an additional 7 business travellers were excluded, resulting in 209 useable non-resident leisure traveller surveys.
- Eighty-nine percent of intercepted mountain bike travellers agreed to complete a follow-up survey (mailback or online) and 60% of these completed their survey by November 13, 2011, resulting in 105 useable follow-up surveys for analysis.
- Overall, almost three-fifths (57%) of Rossland mountain bike travellers were from British Columbia and another fifth (21%) were from the rest of Canada. The majority (74%) of Canadian mountain bike travellers from provinces other than British Columbia were from Alberta.
- United States (US) mountain bike travellers represented almost a sixth (16%) of mountain bike travellers to Rossland. Over two-fifths (42%) were from Washington; the remainder were from ten additional states.
- The remainder (7%) of the mountain bike travellers were from other countries, including New Zealand (27%), the United Kingdom (27%) and Australia (20%).
- Almost a third (32%) of travellers were 25-34 years of age, followed by over a quarter (28%) who were 35-44 years of age, and another quarter (26%) who were 45-54 years of age.
- Almost half (49%) of the mountain bike travellers had a university degree; a fifth (18%) had multiple degrees, including a Masters or PhD. Another fifth (19%) had completed a college or technical diploma.
- While one-fifth (18%) stated explicitly that they preferred not to answer the question on annual household income, almost half (48%) of respondents had household incomes of at least \$100,000 annually, including over a quarter (27%) with stated household incomes over \$150,000.

- Almost three-fifths (58%) of respondents indicated that they were members of a mountain biking or a trails society/club.
- Four-fifths (80%) of travellers indicated that the primary purpose of their trip was leisure.
- The vast majority (96%) of respondents used cars, trucks, or motorcycles as their primary mode of transportation.
- Over a third (35%) of all overnight travellers reported using a campground or RV park as their primary accommodation; another third (33%) were staying with friends or relatives. Hotel/motel (9%) and rental house/condo (9%) were mentioned by almost a fifth of respondents.
- Almost a fifth (17%) of mountain bike travellers indicated they were touring with no specific destination. Travellers with a primary destination were more likely to select a destination within British Columbia (81%), including almost two-thirds (65%) who intended to visit the Rossland/Trail area. Another tenth planned to visit Nelson (5%), Castlegar (3%) or Christina Lake (3%).
- The median number of days away from home was 6, with 5 days spent in British Columbia and 3 days in the Rossland/Trail area.
- Among all mountain bike travellers, international travellers reported the longest overall trip duration, averaging 56 days away from home, followed by travellers from other Canadian provinces (33 days), the US (13 days), Alberta (10 days) and British Columbia (7 days). International travellers reported the longest trip duration in British Columbia (50 days), followed by other Canadians (24 days), Albertans (9 days), US travellers (7 days) and British Columbians (6 days). Other Canadians spent the most time in Rossland (9 days), followed by international travellers (8 days), Albertans (5 days), US travellers (4 days) and British Columbians (3 days).
- Mountain bike travellers were most likely to be travelling with their spouse (wife 36%; husband 17%) or partner (21%), followed by the company of their children (son 21%; daughter 15%) and friends (33%).
- The average travel party size was 2.8 people. Over one-fifth (21%) of respondents were travelling with children. Travel party sizes for those travelling with children were substantially larger (4.6 travellers per travel party with children vs. 2.3 travellers per travel party without children).
- Over three-fifths (61%) of mountain bike travellers spent 3 or more weeks planning their trip, with over a quarter (29%) of travellers starting their trip planning 3-8 weeks in advance.
- Almost half (46%) of respondents indicated that, independent of cost or budget, their first consideration in trip planning was the notion of a mountain bike trip, followed at a later stage by a search for a suitable destination.

- Past experience (72%), advice from friends and relatives (54%), mountain biking related websites (39%), mountain bike related media (28%) and the Tourism Rossland website (22%) were the top information sources used by mountain bike travellers before their trip.
- The two information sources that travellers found most useful before their trip were experience from previous visits to Rossland (44%) and advice from friends and relatives (40%).
- Previous visits to Rossland (44%) and advice from friends/relatives (43%) were the information sources used most often during the trip by these travellers. Also reportedly useful, but less frequently used, were information sources such as visitor guides and brochures (25%) and visitor centres (14%).
- Travellers were asked about the leisure activities they participated in during their overall trip, besides mountain biking. The top three activities mentioned were visiting a municipal, provincial or national park, or a natural area outside a park (41%), hiking (35%) and shopping for local arts and crafts (31%).
- Respondents were also asked about activities they participated in while in the Rossland/Trail area besides mountain biking. The most frequently selected activity for travellers was visiting a municipal, provincial or national park, or natural area outside a park (31%), shopping for local arts and crafts (31%), hiking (28%), attending or participating in a sporting event (does not include golf) (28%) and cycling (other than mountain biking) (27%).
- Four-fifths (80%) of mountain bike travellers intended to ride their bikes for three or fewer days in the Rossland area during the trip in which they were interviewed.
- On average, travellers spent an average of almost 4½ hours per day on their mountain bikes (median = 5 hours).
- Based on responses from the follow-up survey, the Seven Summits trail was the most popular trail, as over three-fifths (61%) of respondents reported riding on it during their visit. Other popular trails included Techno Grind (43%), Milky Way (39%), Larry's (38%), Full Monte (35%), Redtop (34%), Miners (29%) and Whiskey (20%).
- The vast majority (90%) of mountain bikers were riding their own personal bikes at the time they were interviewed.
- Between July 1 and September 5, 2011, three-quarter (73%) of respondents visited Rossland only once; the rest (27%) visited Rossland an average of two times.
- Almost a fifth (19%) of mountain bike travellers reported that at least one member of their travel party would not be mountain biking on the trip.
- Similar to travel party size, the average rider party size also increased when children were present (3.6 riders per rider party with children vs. 2.5 riders per rider party without children).

- A fifth (21%) of all mountain bike traveller riding parties included at least one local resident.
- Travellers were asked about the importance of mountain biking in their decision to visit Rossland, over seven-eighths (90%) of respondents stated that mountain biking was either the single most important factor (66%; rating of 10 on a 10-point scale) or a very important factor (24%; rating of 7-9 on a 10-point scale).
- When asked how they first learned about Rossland as a place to mountain bike, over half (51%) of respondents credited their family and friends, another third (33%) through personal experience and almost a quarter (24%) learned about Rossland's mountain biking offerings through the mountain bike community (e.g. magazines, websites, videos, etc.).
- In order to identify areas where Rossland is currently meeting and/or exceeding consumer expectations, mountain bike travellers were asked about their satisfaction and perceived importance for various factors, including mountain bike trails/riding aspects, community offerings and other aspects. On every aspect, Rossland met travellers' expectations.
- When asked about the satisfaction (or dissatisfaction) with their mountain bike experience in Rossland, all travellers indicated they were satisfied (90%, very satisfied; 10%, somewhat satisfied).
- Three-quarters (75%) of mountain bike travellers indicated they were likely to return to the Rossland/Trail area to mountain bike in the next 12 months (61%, very likely to return; 14%, somewhat likely to return).
- The vast majority (98%) of mountain bike travellers were very likely to recommend Rossland as a place to mountain bike to their friends and family, while the remainder (2%) mentioned they were somewhat likely to recommend.
- Additional mountain biking related features and services respondents reported wanting to see included longer/additional trails (18% of the total responses; 30% of the total respondents), additional services and amenities (12% of responses; 20% of respondents), increased/improved transportation (8% of responses; 13% of responses), better maps/use of map technology (8% of responses; 13% of respondents) and better signage (8% of responses; 13% of respondents).
- Over half (52%) of the travellers reported mountain biking at locations other than Rossland on their trip. The most frequently mentioned locations included Nelson, New Denver, Revelstoke, Whistler, Squamish, Idaho, Pemberton, Kamloops, Vernon, Kelowna and Castlegar.

- A variety of characteristics were identified as unique to Rossland, including the diversity and type of trails that were available to mountain bikers (24% of the total responses; 59% of the total respondents), ease of trail access (9% responses; 21% of respondents), friendly locals (7% of responses; 18% of respondents), authenticity of the small town setting (7% of responses; 16% of respondents), scenery (7% of responses; 16% of respondents), quiet/uncrowded (6% of responses; 15% of respondents), the Seven Summits trail (6% of responses; 14% of respondents) and the organization and quality of the trails (6% of responses; 14% of respondents).
- Positive images/characteristics of Rossland included the quality of the biking experience (17% of the total responses; 44% of the total respondents), its scenic beauty (16% of responses; 41% of respondents), friendly nature (13% of responses; 35% of respondents), the town (8% of responses; 21% of respondents), the uncrowded/relaxed atmosphere (8% of responses; 21% of respondents) and lots to do (7% of responses; 18% of respondents).
- Negative images or characteristics of Rossland included distance and accessibility (17% of the total responses; 24% of the total respondents), limited amenities (15% of responses; 22% of respondents), limited operating hours/lack of night life, food, facilities and options (11% of responses; 16% of respondents), cost (8% of responses; 12% of respondents), trail enhancement (7% of responses; 10% of respondents) and limited camping/options for inexpensive accommodation (7% of responses; 10% of respondents).
- Respondents were asked which mountain bike vacation destination inside and outside British Columbia they would most likely consider for the future. Inside British Columbia, almost a fifth (20%) of respondents indicated that they would consider Whistler, another sixth (15%) considered visiting Nelson, whereas a tenth indicated they would consider visiting Squamish (11%) or Fernie (11%). Outside British Columbia, one-third (33%) mentioned Moab, Utah, an eighth indicated an alternate destination in the US (14%) or Canmore, Alberta (12%), and a tenth (9%) indicated they would consider visiting Fruita, Colorado.
- Travellers were also asked about their satisfaction with their trip in British Columbia. The majority of travellers stated they were satisfied with their trip (86%, very satisfied; 6%, somewhat satisfied).
- Travellers were asked about their likelihood of taking another trip in British Columbia. The majority of travellers indicated that they were likely to do so (86%, very likely; 6%, likely; 5%, somewhat likely).
- A majority of respondents indicated they were likely to mountain bike while on another trip in British Columbia (86%, very likely; 8%, likely; 4%, somewhat likely).
- Travellers were asked whether their main motivation of another trip to British Columbia will be driven by mountain biking. Three-quarters (76%) of respondents indicated that they were very likely to be driven by mountain biking on another trip in British Columbia.

- Overall, mountain bike travellers reported an average spending of \$148.57 per party per day and \$62.82 per person per day during their trip.
- Respondents were asked about the type of mountain biking they normally participate in. Over seven-eighths (88%) of travellers participate in cross-country/all mountain, followed by a smaller proportion who participate in freeriding (20%) and downhill biking (17%), and a handful of respondents who participate in bike skills/dirt jumping (4%).
- Travellers were asked level of experience level: a third (33%) indicated they were at the intermediate level (that they have been mountain biking for a little while, still learning lots; blue trails), almost half (48%) were at the advanced level (been mountain biking for quite awhile; black trails), and over an eighth (14%) indicated they would classify themselves as expert riders (ride the most advanced trails; double black).
- Three-quarters (75%) of mountain bike travellers reported taking at least one overnight trip for the purpose of mountain biking in the previous 12 months. The median number of overnight mountain biking trips taken by respondents during this period was three.
- Travellers were asked about the number and types of bikes they currently owned. Almost two-fifths (38%) owned 4 or more bikes, another third (29%) owned 3 bikes and a quarter (23%) owned 2 bikes. Over three-quarters (78%) of mountain bike travellers owned full suspension mountain bikes, next in popularity were road bikes (65%) and hardtail mountain bikes (42%).

Table of Contents

TABLE OF CONTENTS..... 8

INTRODUCTION..... 9

METHODS 10

 DATA COLLECTION - INTERVIEW 10

 DATA COLLECTION – FOLLOW-UP SURVEY..... 12

 DATA ANALYSIS 13

RESULTS..... 15

 MOUNTAIN BIKE TRAVELLER DEMOGRAPHICS 15

 TRIP CHARACTERISTICS 18

 TRIP PLANNING 23

 TRAVELLER ACTIVITIES 26

 TRAVEL TO ROSSLAND..... 27

 PERCEPTIONS OF ROSSLAND..... 41

 COMMUNITY COMPARISON 45

 TRAVEL EXPERIENCE IN BRITISH COLUMBIA 48

 EXPENDITURES 51

 MOUNTAIN BIKING CHARACTERISTICS 54

CONCLUSIONS..... 57

LIMITATIONS 59

APPENDICES 60

APPENDIX A – INTERVIEW SCHEDULE AND INTERVIEWS COMPLETED..... 61

APPENDIX B – QUESTIONNAIRES..... 64

APPENDIX C – RESPONSE BIAS TESTING..... 91

APPENDIX D – ADDITIONAL MOUNTAIN BIKING FEATURES/SERVICES TO SEE IF REVISITING (OPEN-ENDED) 95

APPENDIX E – UNIQUENESS OF ROSSLAND AS A MOUNTAIN BIKE VACATION DESTINATION (OPEN-ENDED) 99

APPENDIX F – POSITIVE IMAGES / CHARACTERISTICS OF ROSSLAND (OPEN-ENDED) 105

APPENDIX G – NEGATIVE IMAGES / CHARACTERISTICS OF ROSSLAND (OPEN-ENDED) 110

APPENDIX H – GENERAL COMMENTS FROM INTERCEPT SURVEY PARTICIPANTS 113

APPENDIX I – GENERAL COMMENTS FROM FOLLOW-UP SURVEY PARTICIPANTS..... 115

Introduction

The Rossland Mountain Bike Visitor Study was undertaken to collect detailed travel and motivation information in order to better understand the economic impact of mountain bike travellers on the area. This visitor study was a partnership project between Western Canada Mountain Bike Tourism Association (MBTA), Tourism British Columbia (part of the Ministry of Jobs, Tourism and Skills Training), and Tourism Rossland. To explore the economic impact and benefit of mountain biking on the Rossland/Trail area, this project was designed using *Guidelines: Survey Procedures for Tourism Economic Impact Assessments at Ungated or Open Access Events and Festivals*¹, which was developed by a consortium of national, provincial and territorial organizations.²

The primary objectives of this study are:

1. To profile mountain bike travellers to Rossland in terms of traveller and trip characteristics, in order to support market and product development;
2. To collect and provide expenditure data to the MBTA analysis of the economic value of mountain bike travellers to Rossland.

Two reports were generated from this visitor study. This report outlines characteristics of mountain bike travellers who visited Rossland in the summer of 2011. A second report, entitled *BC Input-Output Report: Mountain Biking in Rossland and Golden*, outlines and estimates mountain biking's economic contribution on the Rossland/Trail area during the summer of 2011.

¹ See Guidelines: Survey Procedures for Tourism Economic Impact Assessments of Gated, Permanent (Source: http://www.jtst.gov.bc.ca/research/ResourcesForResearchers/pdfs/Ungated_or_Open_Access_Events_and_Festivals.pdf).

² Sponsors of the original and/or subsequent Guideline projects: Alberta Tourism, Parks, Recreation and Culture; Canadian Tourism Commission; Federal-Provincial-Territorial Culture/Heritage and Tourism Initiative; Government of the Northwest Territories – Department of Resources, Wildlife, & Economic Development; Government of Yukon – Department of Tourism and Culture; Nova Scotia Department of Tourism, Culture and Heritage; Ontario Ministry of Tourism; Tourism British Columbia; Tourism Prince Edward Island.

Methods

To examine the study objectives, a two-stage survey design was used whereby mountain bike travellers were initially interviewed (intercept survey), and then asked to participate in a follow-up questionnaire that consisted of either an online email survey or a paper mailback survey. The purpose of the follow-up questionnaire was to gather additional information about trip characteristics, planning, experiences and activities; to compare mid-trip and post-trip expenditure information; and to understand travellers' perceptions of the Rossland/Trail area and British Columbia upon trip completion.

This report only outlines the results of the interviews as they pertained to the traveller and trip profiling objective. This report does not attempt to estimate the economic impact of mountain biking on the Rossland/Trail area. Those results, under separate cover in the *BC Input-Output Model: Mountain Biking in Rossland and Golden*, can be obtained from the Ministry of Jobs, Tourism and Skills Training website.

Data Collection - Interview

Data collection for this study was conducted by a team of two interviewers between July 1 and September 5, 2011. The interviewers' schedule consisted of a systematic sample of four continuous days of interviewing followed by two days off (Appendix A). Each interview shift included two trail locations to ensure a representative sample was obtained, based on day (weekend versus week day), time (morning versus evening), and trail (a representative sampling of each trail).

Potential respondents were randomly selected and given a *Super, Natural British Columbia*® refrigerator magnet if they were willing to participate in an eight-minute face-to-face interview. Participants were then asked if they had previously completed a Tourism British Columbia administered survey on their current trip. Those who had were eliminated from the interview in order to avoid the possibility of duplicate responses. Respondents were asked a series of additional screening questions. Interviews with business travellers ended after a handful of questions; interviews with residents ended after several more questions. Non-residents and non-business travellers completed the full interview survey. Interviewers recorded responses on handheld computers (Palm Pilots), using Techneos Data Entryware software.

During the intercept interview (see questionnaires in Appendix B), questions were asked about:

- traveller demographics,
- primary trip purpose,
- primary destination,
- primary mode of transportation,
- trip duration,
- length of stay in the Rossland/Trail area and in British Columbia,
- primary accommodation,
- daily expenditures,
- mountain biking experience in Rossland,
- mountain biking preferences, and
- travel expenditures.

All eligible respondents were asked to participate in the follow-up questionnaire; email and/or mailing addresses were collected from willing participants. The offer of a copy of *British Columbia Magazine* (sent only to those participating in the mailback survey) and the opportunity to win an Osprey Momentum 26 Commuter Backpack were used as incentives to boost participation rates in the follow-up questionnaire.

Between July 1 and September 5, 2011, 574 people were approached at various mountain bike trails or at a local bike shop in Rossland. Of those, 533 agreed to complete the interview. However, 7 of these individuals had previously completed the survey and were not invited to participate a second time, 310 were from the local Rossland/Trail area and had completed a shorter version of the survey, and an additional 7 business travellers were excluded, resulting in 209 useable non-resident, leisure traveller participant surveys. The final results of the 209 surveys from non-resident leisure travellers are documented in Table 1.

Table 1. Travellers interviewed at mountain bike trails and at a local bike shop in Rossland

	Travellers Approached	Agreed to Interview	Previous Surveyed Participants	Eligible Participants	From Local Area ¹	Useable Traveller Surveys ^{2,3}
Rossland trails	500	469	4	465	270	195
Centennial	296	271	2	269	185	84
Red Mountain ⁴	14	14	0	14	12	2
Malde Creek	30	28	0	28	17	11
Seven Summits trail/Nancy Greene	111	110	0	110	26	84
Mining School	49	46	2	44	30	14
Bike Shop	74	64	3	61	40	21
Grand Total	574	533	7	526	310	216

1. The local area for those interviewed included communities of Rossland, Warfield, Trail, Montrose and Fruitvale.
2. Three respondents did not provide their residence and have been excluded from further analysis.
3. Includes a total of 7 business travellers who were eliminated from the survey after the first several questions of the interview.
4. Stopped surveying at this location, due to limited success.

To support local initiatives, residents of the Rossland/Trail area at both the trails and bike shop were asked to participate in a short intercept survey. This report focuses almost exclusively on mountain bike travellers (i.e. non-resident mountain bikers), who represented two-fifths (41%) of all mountain bikers in the Rossland area (Table 2).

Table 2. Mountain bikers interviewed at mountain bike trails and at a local bike shop in Rossland

Survey Location	Travellers Interviewed		Residents Interviewed		All Mountain Bike Travellers Interviewed	
	Number of Travellers Interviewed ¹	Percentage of Traveller Respondents	Number of Residents Interviewed ²	Percentage of Resident Respondents	Percentage Traveller Respondents	Percentage Resident Respondents
Rossland Trails	195	90.3%	270	87.1%	37.1%	51.3%
Centennial	84	38.9%	185	59.7%	16.0%	35.2%
Red Mountain ³	2	0.9%	12	3.9%	0.4%	2.3%
Malde Creek	11	5.1%	17	5.5%	2.1%	3.2%
Seven Summits trail/ Nancy Greene	84	38.9%	26	8.4%	16.0%	4.9%
Mining School	14	6.5%	30	9.7%	2.7%	5.7%
Bike Shop	21	9.7%	40	12.9%	4.0%	7.6%
Grand Total	216	100%	310	100%	41.1%	58.9%

1. Includes business travellers who were eliminated from the survey after the first several questions of the interview (n=7).
2. The local area for those interviewed included communities of Rossland, Warfield, Trail, Montrose and Fruitvale.
3. Stopped surveying at this location, due to limited success.

Data Collection - Follow-up Survey

Qualified participants were asked if they were interested in a follow-up survey that could be completed online or by mail. Those wishing to participate online were sent an email invitation to participate in the survey on October 11, 2011, followed by four email reminders. The online survey closed on November 11, 2011. Those wishing to participate via mail were sent the survey with a business reply envelope and a *British Columbia Magazine* in September 2011. This was followed by a second mailing consisting of a reminder postcard, and a third mailing comprising the questionnaire and a business reply envelope. Responses were accepted until December 1, 2011.

The follow-up questionnaire collected a variety of information, including (Appendix B):

- trip duration,
- length of stay in British Columbia,
- length of stay in the Rossland area,
- primary destination,
- trip activities,
- trip expenditures,
- trip planning,
- information sources used prior to and during trip,
- perception of Rossland,
- time in Rossland,
- satisfaction with trip to British Columbia,
- likelihood of returning to the Rossland area and British Columbia,
- British Columbia as a mountain bike destination, and
- travel party demographics.

Eighty-nine percent of intercept survey participants agreed to complete the follow-up survey and three-fifths (60%) completed it by November 13, 2011, resulting in 105 useable surveys for analysis (Table 3).

Table 3. Email follow-up survey response from non-resident travellers intercepted

Travellers Asked to Participate in Follow-up ^{1,2}	Agreed to Complete Follow-up ^{2,3}	No Response ⁴	Useable Follow-up Surveys ^{2,5}
197	176 (89.3%)	71	105 (59.7%)

1. This does not include business travellers (n=7) or incomplete surveys (n=2).
2. Includes responses from those intercepted at the bike shop (n=11).
3. Two respondents indicated a preference to receive the survey by regular mail.
4. Neither respondent who was sent a hard copy of the survey in the mail completed the survey.
5. All of the follow-up surveys came from respondents who were sent the online survey.

Local residents were also asked to participate in a follow-up questionnaire to support community initiatives; results are not included in this report.

Data Analysis

Descriptive statistics were used to analyze and summarize results in this report. ‘Don’t know/No response’ answers have been excluded from the analyses for all questions. The intercept survey was shortened for residents and travellers who stated that their primary purpose was for work or business activities. Due to a limited sample size of 7, business travellers’ responses have been removed from the analysis. Unless stated otherwise, the results presented in this report are based on responses received from non-resident, leisure travellers.

In an effort to provide practical and actionable information to address stakeholders’ operational or marketing needs, this report focuses on practical rather than statistically significant differences. The rationale behind this approach is that, under certain circumstances, differences that are very small (and therefore usually considered unimportant) can be found to be statistically significant. As such, this report typically only takes note of differences of ± 10 percentage points (ppts) or more. In the report’s tables, differences that are 10 ppts higher or more are highlighted in blue, while differences that are 10 ppts lower or more are shown in red (Figure 1).

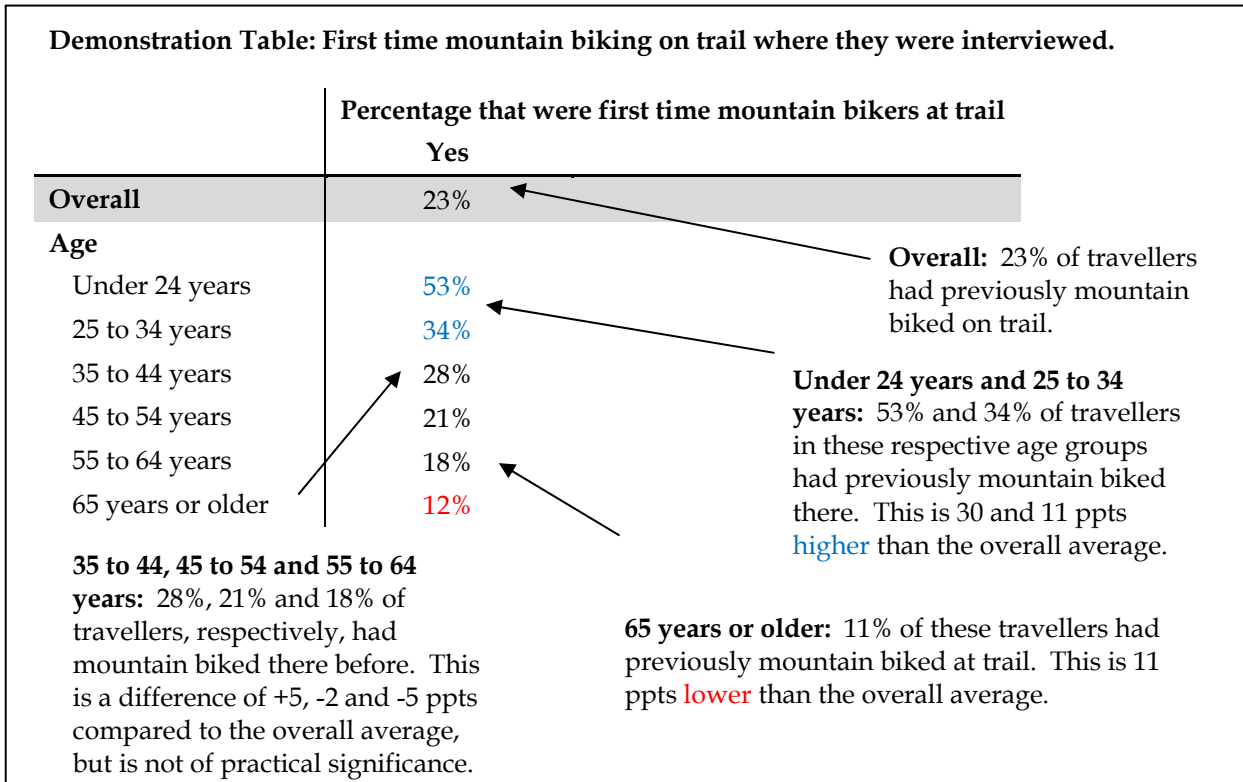


Figure 1. Interpreting the tables. Data is fictitious and for illustrative purposes only.

The study design produced two sets of data: one set from the intercept responses and the other from the follow-up questionnaires. The respondents and responses could vary between the intercept and follow-up questionnaires because travellers could drop out of the study by not agreeing to complete the follow-up questionnaire or by not completing the follow-up questionnaire despite having agreed to complete it (which could cause non-response bias). Both instances could cause follow-up questionnaire results to be unrepresentative of travellers interviewed. Similarly, responses to identical questions in the intercept and follow-up questionnaires could vary, due to real differences in traveller behaviour (for example, a traveller may have intended to ride the Seven Summits trail when intercepted during the trip but reported not actually riding the Seven Summits trail on the follow-up questionnaire that was completed after the trip).

Response biases were assessed to ensure validity of the final results by way of examining practical differences among the aforementioned data sets. Results of these assessments (Appendix C) and several other factors indicated that the intercept information is the best source of data when the same or similar questions were asked on both the intercept and follow-up questionnaires. Thus, follow-up questionnaire responses were used only when the question was not asked in the intercept and when sample sizes permitted. All results presented in the remainder of this report are from the intercept unless otherwise noted.

Results

Mountain Bike Traveller Demographics

Overall, almost three-fifths (57%) of Rossland mountain bike travellers were from British Columbia and another fifth (21%) were from the rest of Canada (Table 4). The majority (74%) of Canadian mountain bike travellers from provinces other than British Columbia were from Alberta. The proportions of Canadians travelling from Ontario, Quebec, Manitoba, Saskatchewan and Nunavut were much lower (Figure 2).

US mountain bike travellers represented almost a sixth (16%) of mountain bike travellers to Rossland. These included over two-fifths (42%) from Washington, as well as mountain bike travellers from ten additional states, including Colorado, Idaho, California, Nevada, Oregon, Montana, Arizona, Florida, Utah and Wisconsin (Figure 3). The rest of the mountain bike travellers (7%) were from other countries, including New Zealand (27%), the United Kingdom (27%) and Australia (20%) (Figure 4).

The most frequently stated age range of travellers was between 25 to 34 years old (32%), followed by 35 to 44 years old (28%) and 45 to 54 years old (26%). Collectively, these three groups represent over 85% of all mountain bike travellers intercepted at Rossland (Table 4).

Mountain bike travellers were well educated, as almost half (49%) had a university degree and one-fifth (18%) had multiple degrees, including a Masters or PhD degree, and another fifth (19%) had completed a college or technical diploma (Table 4). The follow-up survey included a question on annual household income, which was left unanswered by one-fifth (18%) of travellers, who stated that they preferred not to reveal their household income. Of those who responded, almost half (48%) had household incomes of at least \$100,000 annually, including over a quarter (27%) with stated household incomes over \$150,000 (Table 4). Almost three-fifths of mountain bike travellers (58%) were members of a mountain biking or a trails society/club (Table 4).

Table 4. Demographics of travellers interviewed at Rossland mountain bike trails or at a local bike shop

	Number of Travellers	Percentage of Travellers
Origin	(n=209)	
British Columbia	118	56.5%
Alberta	32	15.3%
Other Canada	11	5.3%
US	33	15.8%
Other International	15	7.2%
Age	(n=186)	
Under 24 Years	7	3.8%
25-34 Years	59	31.7%
35-44 Years	52	28.0%
45-54 Years	49	26.3%
55-64 Years	16	8.6%
65 Years or Older	3	1.6%
Education	(n=186)	
Less than High School	0	0.0%
High School	18	9.7%
Some Technical, College or University	9	4.8%
College or Technical Diploma	35	18.8%
University Degree	91	48.9%
Masters or a PhD Degree	33	17.7%
Other	0	0.0%
Annual Household Income	(n=95)	
<i>I prefer not to answer this question</i>	17	17.9%
Less than \$25,000	5	6.4%
\$25,000 to \$49,999	7	9.0%
\$50,000 to \$64,999	7	9.0%
\$65,000 to \$99,999	22	28.2%
\$100,000 to \$149,999	17	21.8%
\$150,000 or more	20	25.6%
Mountain Biking/Trails Society/Club Member	(n=186)	
Yes	108	58.1%
No	78	41.9%

Origin of Canadian Travellers From Outside of BC by Province

Where are you from?

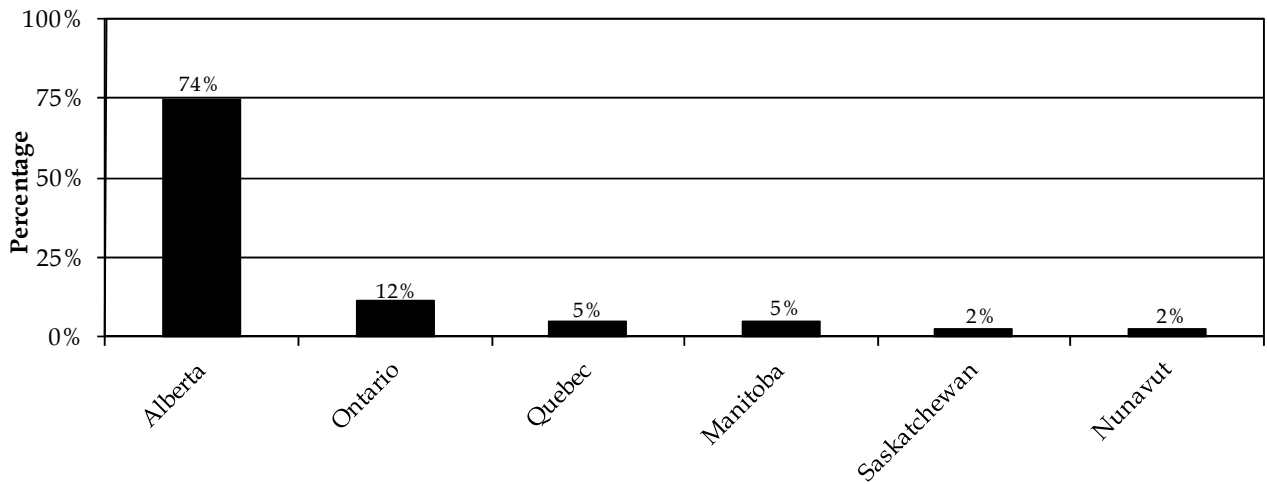


Figure 2. Mountain bike travellers from provinces outside of British Columbia at Rossland mountain bike trails or at a local bike shop (n=43).

Origin of US Travellers by State

Where are you from?

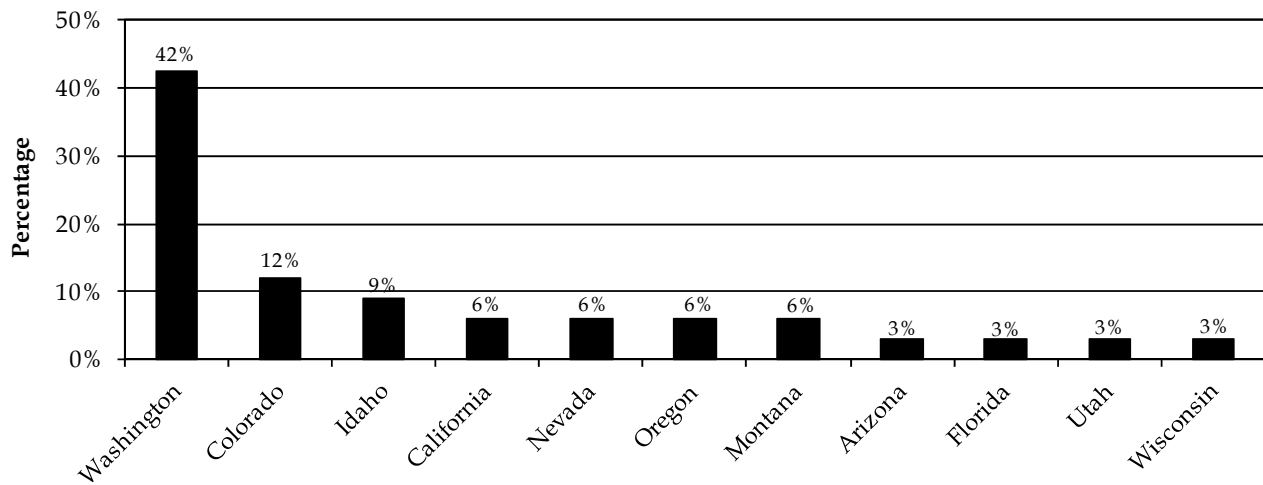


Figure 3. US mountain bike travellers by state at Rossland mountain bike trails or local bike shop (n=33).

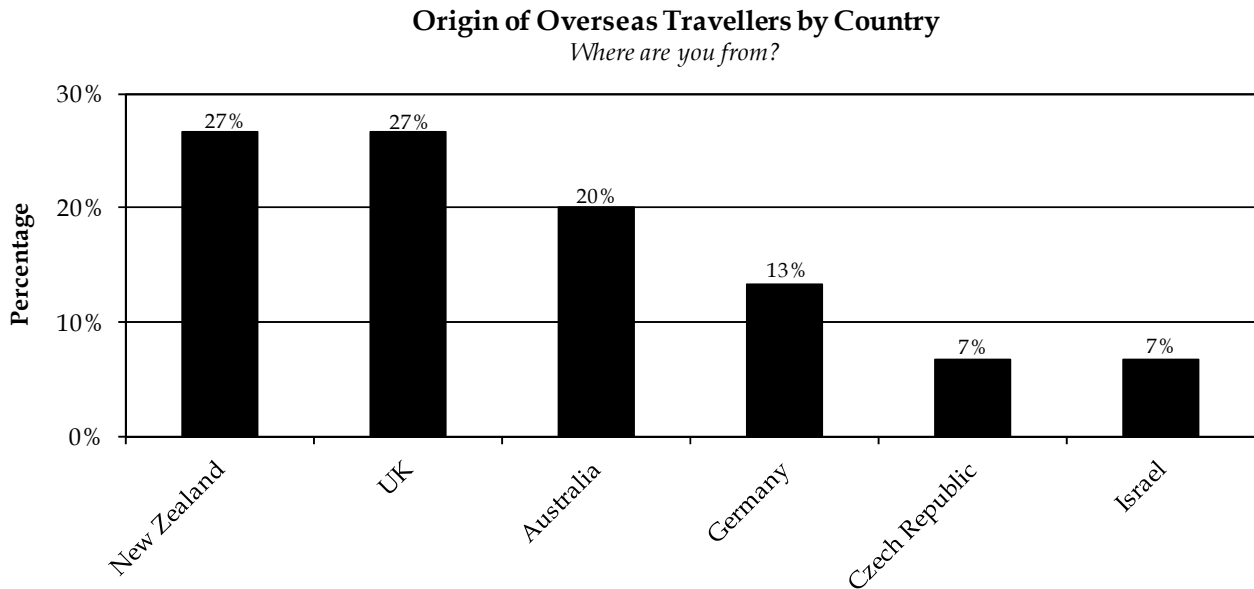


Figure 4. Mountain bike travellers from countries other than Canada and the US at Rossland mountain bike trails or local bike shop (n=15).

Trip Characteristics

Among mountain bike travellers who were intercepted at a mountain bike trail or at a local bike shop, almost four-fifths (80%) indicated that their primary trip purpose was leisure, while the remainder (20%) were visiting friends and/or family (Table 5).

The vast majority (96%) of mountain bike travellers used cars, trucks, or motorcycles as their primary mode of transportation. Other reported modes of transportation included RVs, bicycles and hitchhiking (Table 5).

Over a third (35%) of overnight mountain bike travellers reported using a campground or RV park as their primary accommodation while travelling. Another third (33%) stayed with friends or relatives, and almost a fifth spent one or more nights in a hotel/motel (9%) or rental house/condo (9%). Travellers also reported using second homes, bed & breakfasts, cabins, car, guest house, host families and a lawn tent for accommodation (Table 5).

Primary trip purpose, mode of transportation and primary accommodation were further analyzed by respondent market origin to determine if there were any practical differences based on residency. The results show no practical differences between them with respect to primary trip purpose and mode of transportation. However, visitors from British Columbia (42%) were more likely to stay with friends or family than were those from the rest of Canada (26%) or from the US/international locations (18%). Despite the popularity of campgrounds and RV parks with British Columbia residents (32%), travellers from the rest of Canada (37%) and the US/international locations (41%) were more likely to stay at a campground or RV park (Table 5).

Table 5. Primary trip purpose, mode of transportation and primary accommodations by residence

	Percentage of Travellers by Residence			
	All Travellers	BC	Other Canada	US and International
Primary Trip Purpose	n=188	n=108	n=38	n=42
Leisure	79.8%	81.5%	78.9%	76.2%
Visiting Friends and Family	20.2%	18.5%	21.2%	23.8%
Mode of Transportation	n=188	n=108	n=38	n=42
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 ¹	0.5%	0.0%	0.0%	2.4%
Primary Accommodations²	n=165	n=88	n=38	n=39
Campground/RV Park	35.2%	31.8%	36.8%	41.0%
Friends or Relatives	32.7%	42.0%	26.3%	17.9%
Hotel/Motel	9.1%	10.2%	10.5%	5.1%
Rental House/Condo	8.5%	4.5%	13.2%	12.8%
Second Home	6.1%	3.4%	7.9%	10.3%
Bed & Breakfast	3.6%	3.4%	2.6%	5.1%
Cabin	2.4%	2.3%	2.6%	2.6%
Other ³	2.4%	2.3%	0.0%	5.1%

1. Other mode of transportation includes hitchhiking (n=1).

2. Daytrip travellers who were not using accommodation were excluded from the analysis (n=23).

3. Other accommodation responses include car (n=1), guest house (n=1), host families (n=1) and lawn tent (n=1).

Travellers were asked about the primary destination of their trip. Over four-fifths (80%) of mountain bike travellers reported a primary destination within British Columbia, almost a fifth (17%) indicated they were touring with no specific destination, and the rest (3%) were on their way to destinations outside of British Columbia. Travellers with a primary destination were more likely to select a destination in British Columbia (81%), including Rossland/Trail (65%), Nelson (5%), Castlegar (3%) and Christina Lake (3%). There was limited mention of destinations in the US (1%) or elsewhere in Canada (1%) (Table 6).

Table 6. Primary destination of mountain bike travellers

	Percentage of Travellers (n=188)
None, touring	17.0%
British Columbia	80.9%
Rossland	62.8%
Trail	2.1%
Nelson	4.8%
Castlegar	2.7%
Christina Lake	2.7%
Grand Forks	1.1%
Other British Columbia ¹	4.8%
Other Canada²	1.1%
US³	1.1%

1. Other British Columbia includes Fernie (n=1), Kaslo (n=1), Nakusp (n=1), Naramata (n=1), Oliver (n=1), Vancouver Island (n=1), Whistler (n=1), Coast (n=1) and National Parks (n=1).
2. Other Canada includes Calgary (n=1) and Saskatchewan (n=1).
3. US includes Oregon (n=1) and Washington (n=1).

On average, travellers spent 13 days away from home, 11 days in British Columbia and 4 days in the Rossland/Trail region. Medians have also been reported to depict the midpoint of total number of days reported. The median number of days away from home was 6, with 5 days spent in British Columbia and 3 days spent in the Rossland/Trail area (Table 7).

Table 7. Trip duration

	Percentage of Travellers (n=188)
Average days in the Rossland area ¹	3.96
<i>Median</i>	3.00
Average days in British Columbia	10.72
<i>Median</i>	5.00
Average days away from home	12.95
<i>Median</i>	6.00

1. Does not include responses from those surveyed at a local bike shop.

International travellers reported the longest trip duration, averaging 56 days away from home, followed by those from other Canadian provinces (33 days), the US (13 days), Alberta (10 days) and British Columbia (7 days). International travellers reported the longest trip duration in British Columbia (50 days), followed by other Canadians (24 days), Albertans (9 days), US travellers (7 days) and British Columbians (6 days). Other Canadians spent the most time in Rossland (9 days), followed by those from international locations (8 days), Alberta (5 days), the US (4 days) and British Columbia (3 days) (Figure 5).

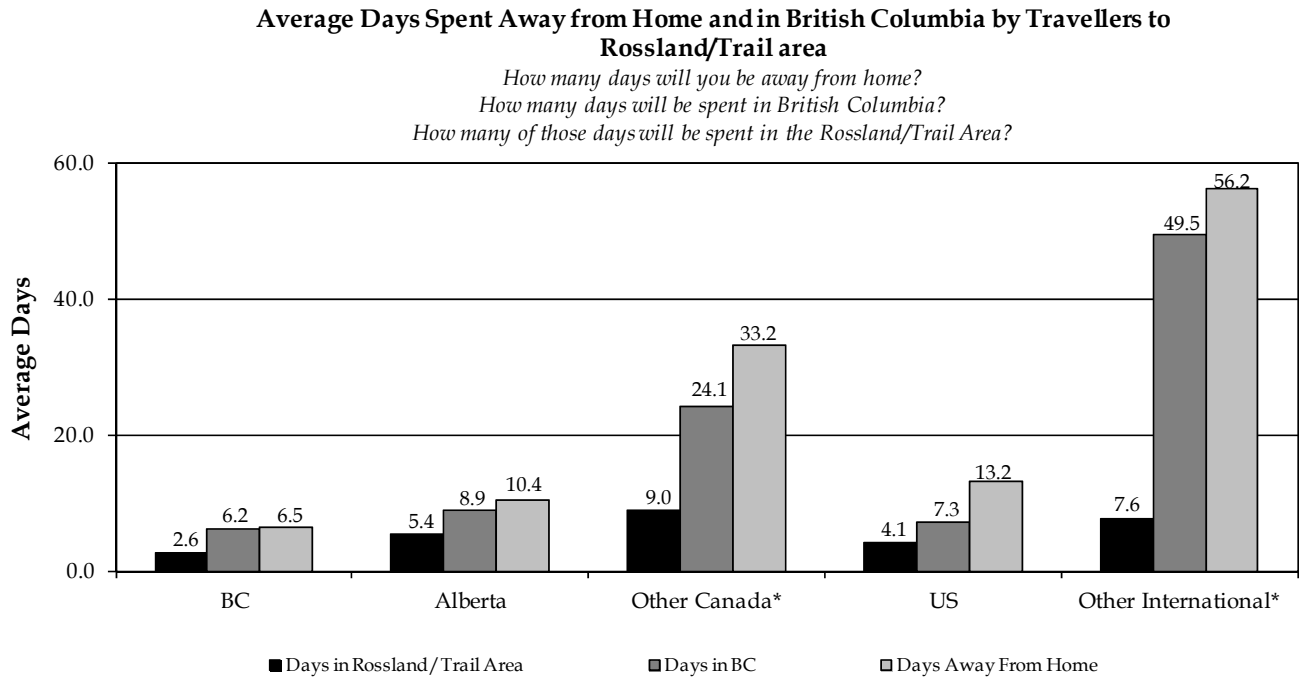


Figure 5. Average number of days spent away from home, in British Columbia and in the Rossland/Trail area (n=188 'Away from home'; n=188 'Days in British Columbia'; n=184 'Rossland/Trail area').

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

The average travel party size was 2.8 people. One-fifth (21%) of travel parties included children. There were noticeable differences in travel party size between those travelling with and without children. Travel party sizes for those travelling with children were substantially larger (4.6 travellers per travel party with children vs. 2.3 travellers per travel party without children) (Table 8).

Follow-up respondents were asked about the relationship between travel party members. Mountain bike travellers were most likely to be travelling with their spouse (wife 36%; husband 17%) or partner (21%), followed by the company of children (son 21%; daughter 15%) and friends (33%). They were less likely to be travelling with siblings (brother 4%; sister 0%), parents (1%) or co-workers (0%) (Table 8).

Table 8. Travel party characteristics

	Number of Travellers	Percentage of Travellers
Relationship of Travelling Companion¹	78	
Wife	28	35.9%
Husband	13	16.7%
Partner	16	20.5%
Son(s)	16	20.5%
Daughter(s)	12	15.4%
Brother	3	3.8%
Sister	0	0.0%
Parent	1	1.3%
Friend(s)	26	33.3%
Co-worker	0	0.0%
Other ²	7	9.0%
Party Size		
Average Travel Party Size - Total	188	2.77
Average Travel Party Size - Parties without children	148	2.27
Average Travel Party Size - Parties with children	40	4.60
Proportion with children		21.3%

1. Multiple responses were permitted. Total percentage may not equal 100%.

2. Other includes brother in-law (n=2), cousins (n=1), friend's children (n=1), girlfriend (n=1), grandson (n=1), nephew (n=1).

Mountain bike travellers were asked about their primary leisure activity in the region. The vast majority (95%) of respondents indicated that mountain biking was their primary (most time spent) leisure activity while in the Rossland/Trail area. Less frequently mentioned activities included hiking, golf, hanging out, visiting lakes, relaxing and playing tennis (Table 9).

Table 9. Primary (most time spent) leisure activity while in the Rossland/Trail area

	Percentage of Travellers (n=188)
Mountain Biking	95.2%
Hiking	1.6%
Golf	1.1%
Other ¹	2.1%

1. Other includes hang out (n=1), lakes (n=1), relax (n=1) and tennis (n=1).

Trip Planning

Travellers were asked about their trip planning behaviour in the follow-up survey. Over three-fifths (61%) of mountain bike travellers reported spending three or more weeks planning their trip, most commonly (29%) three to eight weeks in advance. Far fewer (5%) planned their trip and departed on the same day (Table 10).

Table 10. Trip planning horizons

	Percentage of Travellers (n=101)
Day of Departure	5.0%
1-6 Days	15.8%
1-2 Weeks	17.8%
3-8 Weeks	28.7%
9-12 Weeks	19.8%
13 Weeks+	12.9%

Almost half (46%) of respondents indicated that, independent of cost or budget considerations, their first consideration in planning their trip was the notion of a mountain bike trip, followed at a later stage by a search for a suitable destination. A quarter (24%) thought about the destination before the possibility of mountain biking there. The presence of family and friends at a potential mountain biking destination was a primary consideration for almost a tenth (9%) of all respondents (Table 11).

Table 11. Preliminary considerations (not including cost or budget) of trip planning

	Percentage of Travellers (n=99)
Started by considering a mountain bike trip and then started thinking about a destination	45.5%
Thought about the destination and then thought about mountain biking and other activities	24.2%
Visiting family and friends	9.1%
Considered something else first ¹	8.1%
Mountain biking in Rossland (Seven Summits)	4.0%
Someone else planned the trip	4.0%
Wedding	2.0%
Looked for package deals without considering any destinations, activities, or travel experiences	1.0%
Watching sporting events	1.0%
Flights	1.0%

1. Includes Alaska cruise (n=1), annual trip to Whistler and sometimes Rossland (n=1), end of school vacation (n=1), home maintenance in Rossland (n=1), moved here (n=1), weather (n=1), and speaking at a conference in Red Deer, Alberta and visiting friends in Vancouver and Edmonton. (n=1).

Travellers were asked about the sources of information they used prior to their trip. The most frequent responses included previous visits to Rossland (72%), advice from friends and relatives (54%), mountain biking related websites (39%), mountain bike related media (28%) and the Tourism Rossland website (22%). Fewer travellers reported using visitor guides and brochures (19%), the Mountain Biking British Columbia website (18%), other internet sites (17%), other local/regional tourism websites (17%), travel guide books (12%) and travel commentary sites (11%) prior to their trip. The proportion of respondents who used visitor centres, GPS coordinate sites, TV/newspaper/magazine ads, tour operators/tourism specific businesses, travel agents/airlines/auto associations, the HelloBC website or other media coverage before their trip was substantially lower, and travel/consumer shows and the HelloBC telephone line were not used by any respondents (Figure 6).

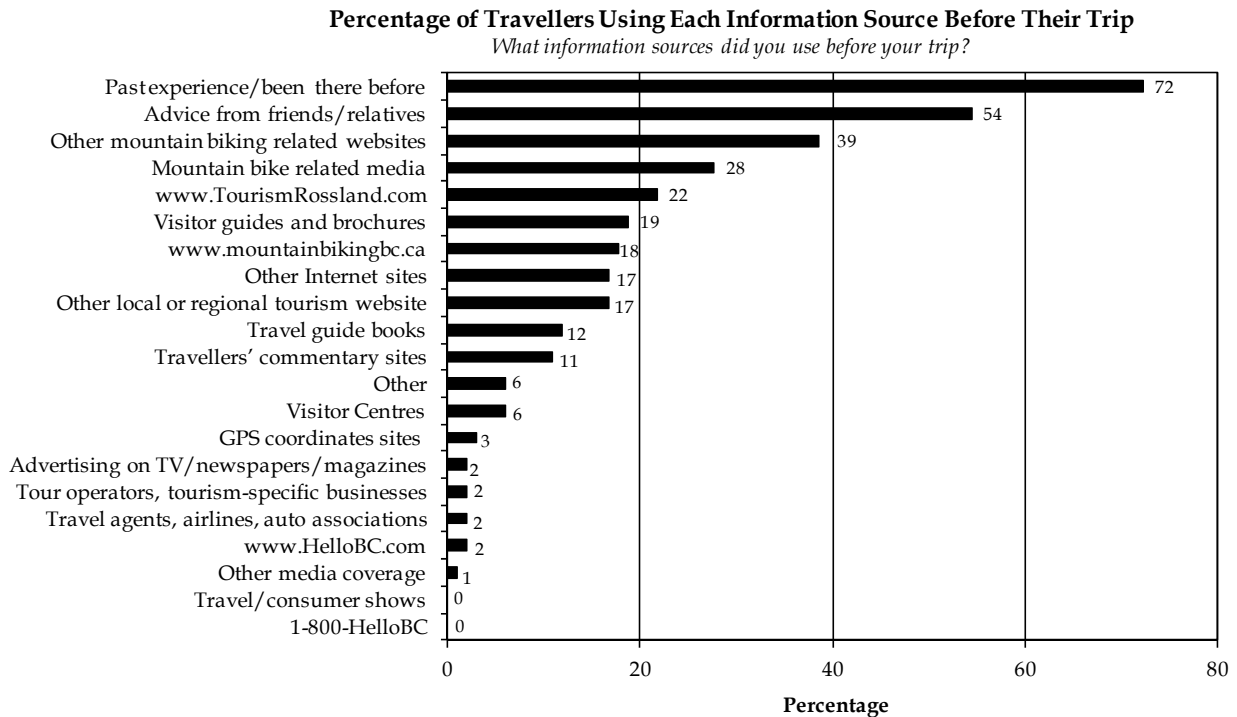


Figure 6. Percentage of travellers using each information source for trip planning. Multiple responses were permitted. Total percentage may not equal 100%. A total of 100 respondents provided answers to this question.

The two information sources travellers used and found most useful before their trip were experience taken from previous visits to Rossland (44%) and advice from friends and relatives (40%). Internet related resources (mountain biking related websites, Tourism Rossland website, Mountain Biking British Columbia website, other local regional tourism website and other internet sites) comprised the bulk of the next group of useful information sources, which also included mountain bike related media (13%), visitor guides and brochures (13%) and travel guide books (7%). A substantially lower proportion of respondents found usefulness in their experiences with visitor centres, traveller commentary sites, the HelloBC website, tour operators/tourism specific businesses, travel agents/airlines/auto associations, other media coverage, GPS coordinate sites, travel/consumer shows, TV/newspaper/magazine ads and the HelloBC telephone line (Figure 7).

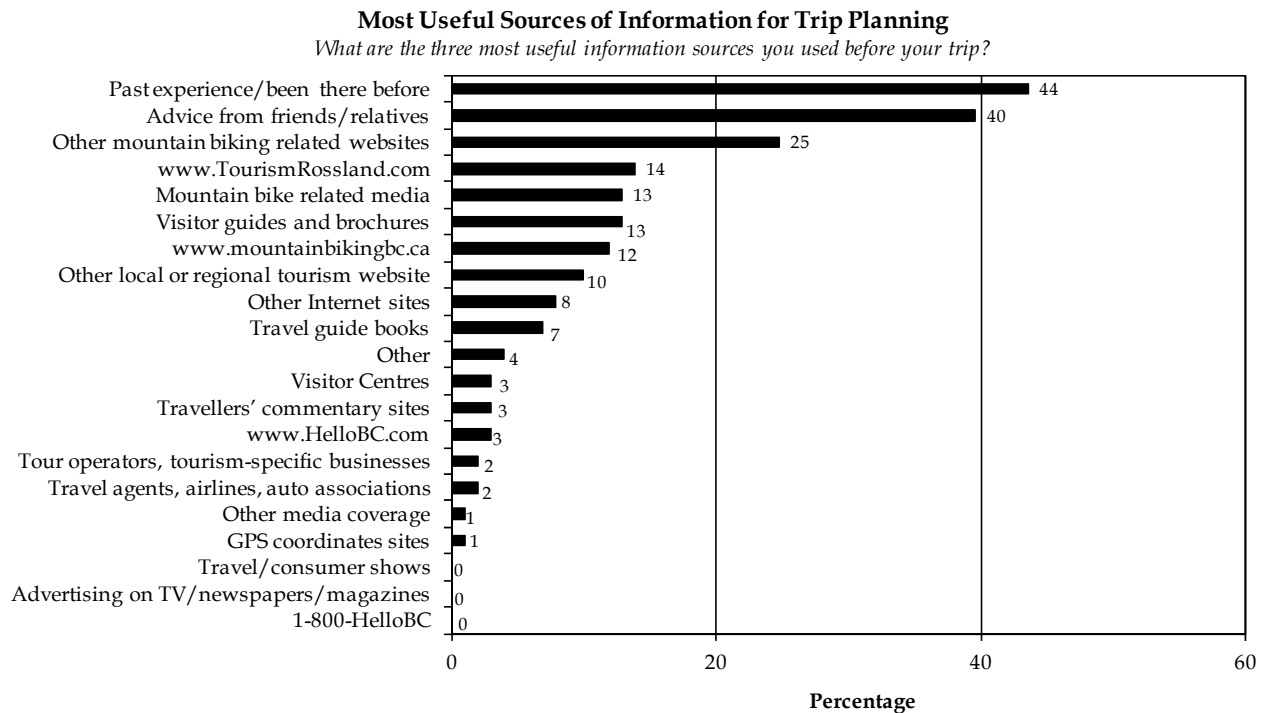


Figure 7. Percentage of travellers reporting the information sources as most useful for trip planning. Multiple responses were permitted. Total percentage may not equal 100%. A total of 100 respondents provided answers to this question.

Travellers were also asked about information sources they used during their trip. Almost half (44%) of respondents reported drawing upon their past experiences from previous visits to Rossland. Another two-fifths (43%) relied on advice from friends and relatives to guide them during their trip. Visitor guides and brochures (25%), visitor centres (14%), mountain biking related websites (13%), travel guide books (10%), various internet resources including Mountain Biking British Columbia website (8%), other internet sites (7%), local/regional tourism website (6%), and the Tourism Rossland website (6%), mountain bike related media (4%), traveller commentary sites (4%) and GPS coordinate sites (4%) were frequently used sources of information reported by respondents. Little and, in some cases, no use was made of information available through TV/newspaper/magazines ads, travel agents/airlines/auto associations, HelloBC website, travel/consumer shows, other media coverage, tour operators/tourism specific businesses and the HelloBC telephone line (Figure 8).

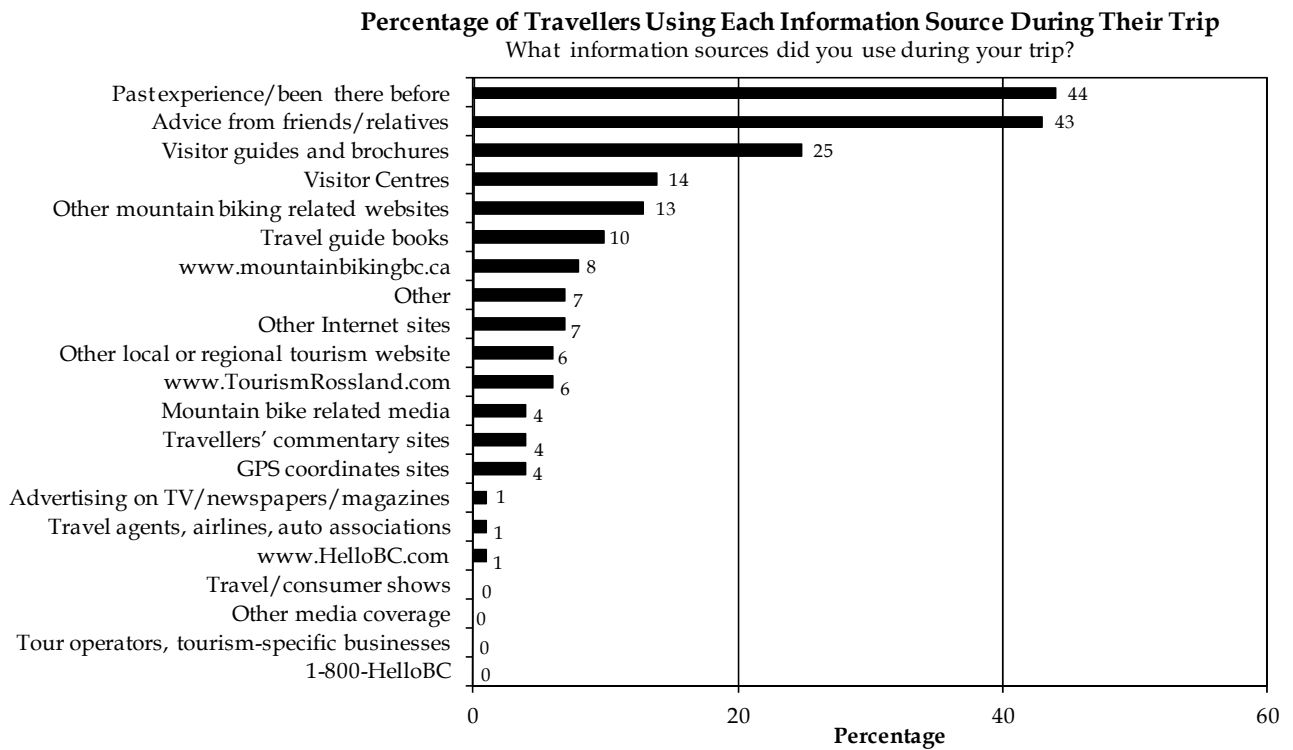


Figure 8. Percentage of travellers using each information source during their trip. Multiple responses were permitted. Total percentage may not equal 100%. A total of 100 respondents provided answers to this question.

Traveller Activities

In the follow-up survey, travellers were asked about leisure activities other than mountain biking in which they had participated during their trip. Over two-fifths (41%) of respondents reported visiting a municipal, provincial or national park, or a natural area outside a park, over a third (35%) went hiking, and almost a third (31%) went shopping for local arts and crafts (Table 12).

Similarly, travellers were asked about activities other than mountain biking in which they had participated during their time in the Rossland/Trail area. The most frequently reported activities were visiting a municipal, provincial or national park, or a natural area outside a park (31%) and shopping for local arts and crafts (31%). Other activities travellers engaged in while in the Rossland and the Trail area included hiking (28%), attending or participating in a sporting event other than golf (28%), cycling (i.e. other than mountain biking) (27%) and fine dining (21%) (Table 12).

Table 12. Participation in trip activities (excluding mountain biking)

Participation in Activity	Participated on Trip (n=103)	Participated in Rossland and Trail Area on Trip (n=103)
Municipal, provincial or national park, or a natural area outside a park	40.8%	31.1%
Hiking	35.0%	28.2%
Shopping for local arts and crafts	31.1%	31.1%
Attending or participating in a sporting event (other than golf)	24.3%	28.2%
Cycling (other than mountain biking)	24.3%	27.2%
Farm/ranch, farmers' market, orchard or food processor	20.4%	5.8%
Participating in fine dining	17.5%	21.4%
Wildlife viewing	14.6%	8.7%
Attending a festival, fair or exhibition	14.6%	10.7%
Art gallery or studio	14.6%	12.6%
Winery	9.7%	1.9%
Boating (other than kayaking/canoeing)	8.7%	2.9%
Fishing	7.8%	3.9%
River/white water rafting	5.8%	2.9%
Kayaking	4.9%	3.9%
Golfing	2.9%	2.9%
Canoeing	2.9%	1.0%
First Nations attraction or event	2.9%	0.0%
Family attraction (mini golf, zoo, etc.)	2.9%	1.0%
Casino	2.9%	0.0%
Horseback riding	1.9%	0.0%
Spa	1.9%	0.0%
Rock climbing	1.0%	0.0%
Other ¹	8.7%	3.9%

1. 'Other' activities participated in during trip included visiting friends, family member, Hot Springs, bike trails, Bar and Grill for dinner and drinks, cruise, windsurfing, Idaho Peak, swimming in sea/lakes and ski touring. 'Other' activities in Rossland and Trail included mountain bike trails, mountain biking, ice cream shop, family and coffee shop.

Travel to Rossland

Four-fifths (80%) of mountain bike travellers intended to ride their bikes for three or fewer days in the Rossland area during the trip in which they were interviewed. The remaining one-fifth (19%) intended to bike for substantially longer in some cases, resulting in an average of just over 3 days for the full complement of respondents (Table 13). Based on information from the follow-up survey, a higher proportion of travellers actually spent 4 or more days mountain biking in Rossland (28% actual vs. 20% planned). This is reflected in the higher actual versus planned average number of days spent mountain biking (3.4 days actual vs. 3.1 days planned) (Table 13).

Table 13. Planned average number of days versus actual average number of days travellers spent mountain biking in Rossland

Days Mountain Biking in Rossland Area	Percentage of Traveller's Planned Days (n=167)	Percentage of Traveller's Actual Days (n=100)
Less than 1 day	0.0%	1.0%
1 day	28.7%	31.0%
2 days	29.9%	21.0%
3 days	21.0%	19.0%
4 days	6.6%	9.0%
5 days	5.4%	6.0%
6-7 days	3.6%	7.0%
8 or more days	4.8%	6.0%
Average	3.08	3.43
Median	2.00	2.00

Mountain bike travellers were asked about the time they were planning to start and end their mountain bike riding on the day they were intercepted in Rossland. On average, travellers planned to spend an average of almost 4½ hours per day on their mountain bikes (median = 5 hours). Over three-fifths (63%) of respondents spent 4 or more hours mountain biking per day (Table 14).

Table 14. Daily hours travellers spent mountain biking in Rossland

Length of Time	Percentage of Travellers (n=187)
Less than hour	1.1%
1 hour to 1 hour 59 minutes	9.1%
2 hours to 2 hours 59 minutes	14.4%
3 hours to 3 hours 59 minutes	12.3%
4 hours to 4 hours 59 minutes	12.3%
5 hours to 5 hours 59 minutes	20.9%
6 hours to 6 hours 59 minutes	17.1%
7 hours or more	12.8%
Daily average time spent mountain biking	4 hours 27 minutes
Median time spent mountain biking	5 hours

During the intercept interview on the Rossland mountain bike trail locations, respondents were asked if they planned to mountain bike the Seven Summits trail during their trip. Including respondents who were intercepted at Seven Summits, it is estimated that almost three-fifths (57%) of mountain bike travellers planned to ride or had ridden Seven Summits during their trip (Table 15).

In the follow-up survey, respondents were asked about the trails they had ridden during their trip. The Seven Summits trail was the most popular trail, as over three-fifths (61%) of respondents reported riding it during their visit. Other popular trails included Techno Grind (43%), Milky Way (39%), Larry's (38%), Full Monte (35%), Redtop (34%), Miners (29%) and Whiskey (20%). Trails that received relatively lower usage included Doukhobor Draw (15%), Crown Point (13%), Tamarack (11%), Flume (9%), Old Glory (8%), Cherry Poppins (7%), Plewman (6%) and Stunted Growth (6%) (Table 15).

Table 15. Rossland mountain bike trails rode during travellers trip

Trail	Percentage of Travellers (n=100)
Planned to ride¹	
Seven Summits	56.5%
Actually Rode²	
Seven Summits	61.0%
Techno Grind	43.0%
Milky Way	39.0%
Larry's	38.0%
Full Monte	35.0%
Redtop	34.0%
Miners	29.0%
Whiskey	20.0%
Doukhobor Draw	15.0%
Crown Point	13.0%
Tamarack	11.0%
Flume	9.0%
Old Glory Trail	8.0%
Cherry Poppins	7.0%
Plewman Trail	6.0%
Stunted Growth	6.0%

1. Includes respondents who were intercepted at Seven Summits trailheads and those who indicated they had or planned to ride Seven Summits.

2. Includes respondents who completed the follow-up questionnaire.

The vast majority (90%) of mountain bikers were riding their own personal bikes at the time they were interviewed. Respondents who were not using their own bike had either borrowed it from a friend or family member (5%), rented it (4%) or were using a demo (1%) (Table 16).

Table 16. Type of mountain bike

	Percentage of Travellers (n=186)
Personal Bike	90.3%
Borrowed Friend/Family's Bike	5.4%
Rented Bike	3.8%
Other ¹	0.5%

1. Other = demo.

In the follow-up survey, respondents were asked if they visited Rossland more than once between July 1 and September 5, 2011. Three-quarters (73%) of respondents visited Rossland only once; the remaining quarter (27%) visited Rossland on multiple occasions between July 1 and September 5, 2011, with an average of two visits (Table 17).

Table 17. Number of visits to Rossland between July 1 and September 5, 2011

	Percentage of Travellers (n=94)
1	73.4%
2	9.6%
3	4.3%
4	2.1%
5	1.1%
6	2.1%
7	1.1%
8	2.1%
9	1.1%
11	2.1%
13	1.1%
<i>Average</i>	2.03

In addition to travel party size, mountain bike travellers were asked about their riding party. Almost a fifth (19%) of mountain bike travellers reported that at least one member of their travel party would not be mountain biking on the trip. The average rider party size was 2.6 individuals, compared to the average travel party size of 2.8 individuals reported earlier. Similarly to travel party size, the average rider party size increased when children were present (3.6 riders per rider party with children vs. 2.5 riders per rider party without children). A fifth (21%) of all mountain bike traveller riding parties had at least one local resident (Table 18).

Table 18. Average rider party size

	Number of Travellers	All Travellers
Average Travel Party Size - Total (from Table 8)	188	2.77
Portion of travel parties without all travel party members participating in mountain biking ¹	32	19.2%
Rider Party Size	Number	Average
Average Rider Party Size - Total	188	2.57
<i>Median</i>		2.00
Average Rider Party Size - Parties without children	171	2.47
<i>Median</i>		2.00
Average Rider Party Size -Parties with children	17	3.59
<i>Median</i>		3.00
Proportion of riding parties with children		9.0%
Proportion of riding parties with local riders		20.7%

1. Based on 167 participants who responded to the question 'Is there anyone in your travel party that will not be mountain biking on this trip?'

When asked about the importance of mountain biking in their decision to visit Rossland, a large portion (90%) of mountain bike travellers stated that mountain biking was either the single most important factor (66%; rating of 10 on a 10-point scale) or a very important factor (24%; rating of 7-9 on a 10-point scale). Travellers with children in their travel party were less likely to indicate that mountain biking was their main reason for travelling to Rossland (71% without children; 49% with children) (Table 19).

Table 19. Importance of mountain biking in decision to visit Rossland

	Percentage of Respondents				
	All Travellers (n=187)	Canada (n=145)	Outside Canada (n=42)	No Children in travel party (n=148)	Children in travel party (n=39)
0 - no influence at all	1.1%	1.4%	0.0%	1.4%	0.0%
1-3 - little importance	3.2%	2.1%	7.1%	2.0%	7.7%
4-6 - moderate importance	5.9%	5.5%	7.1%	5.4%	7.7%
7-9 - very important	23.5%	22.8%	26.2%	20.3%	35.9%
10 - single main reason	66.3%	68.3%	59.5%	70.9%	48.7%

Respondents to the follow-up survey were asked how they first learned about Rossland as a place to mountain bike. Over half (51%) of respondents credited their family and friends, another third (33%) cited personal experience and almost a quarter (24%) acknowledged the role played by the mountain bike community through magazines, websites, videos, etc. (Table 20).

Table 20. Information on sources of first learning about of Rossland as a place to mountain bike

	Percentage of Travellers (n=187)
From friends / family	51.3%
Personal experience	33.2%
Mountain bike community (magazines, websites, videos, etc.)	23.5%
Tourism guide	3.7%
Word of mouth	2.1%
Visitor centre	1.6%
Newspaper/magazine	1.1%
Tourism Rossland website	0.5%
Highway signage	0.0%
Social media	0.0%
MBTA website	0.0%
Other ¹	2.7%

1. Other includes bike shop (n=1), host family (n=1), racing (n=1), Red Mountain (n=1) and skiing (n=1).

In order to identify components of Rossland that needed improvement and the areas deemed to be of greatest importance to mountain bike travellers, respondents to the follow-up survey were asked to rank the importance and satisfaction of a variety of factors on a scale of 1 to 5, where 1 indicates *Very Satisfied/Important* and 5 indicates *Very Dissatisfied/ Not at all Important*. Factors included mountain bike trails/riding aspects (8 attributes), community offerings (8 attributes) and other aspects (10

attributes) when choosing Rossland as a place to visit. Respondents who stated *Not applicable/Don't know* were removed from the average calculations.

The averages for each attribute within these factors were computed and plotted on an importance-performance matrix (Figure 9). There are four quadrants in the chart. Attributes that are rated high on satisfaction but low in importance are plotted in Quadrant I. Attributes that are rated high in importance and high in satisfaction are plotted in Quadrant II. Attributes that are rated high in importance but low in satisfaction are plotted in Quadrant III. Attributes rated low in importance and low in satisfaction are plotted in Quadrant IV. Quadrants II and III are of particular interest in this analysis, as they represent components of Rossland that are of particular importance to the mountain bike travellers. Items in Quadrant II are of limited concern, as respondents report above-average levels of satisfaction. However, opportunities for improvement can be identified here and, if information is collected periodically, benchmarks can be established and performance can be monitored over time. Quadrant III, on the other hand, is an area of considerable concern, as any item showing up here represents dissatisfaction on an attribute that is of above average importance to respondents. Fortunately, as shown in Figure 9, none of the attributes plot into Quadrant III (the High-Importance/Low-Satisfaction quadrant). In fact, the majority of the attributes are located in Quadrant II, the High-Importance/High Satisfaction Quadrant, implying that, on average, the areas of importance are being adequately serviced. Importance-performance matrices for each factor (mountain bike trails/riding aspects, community offerings and other aspects) have also been provided.

Overview: Importance and Satisfaction with Rossland as a Place to Visit
 "All Factors"

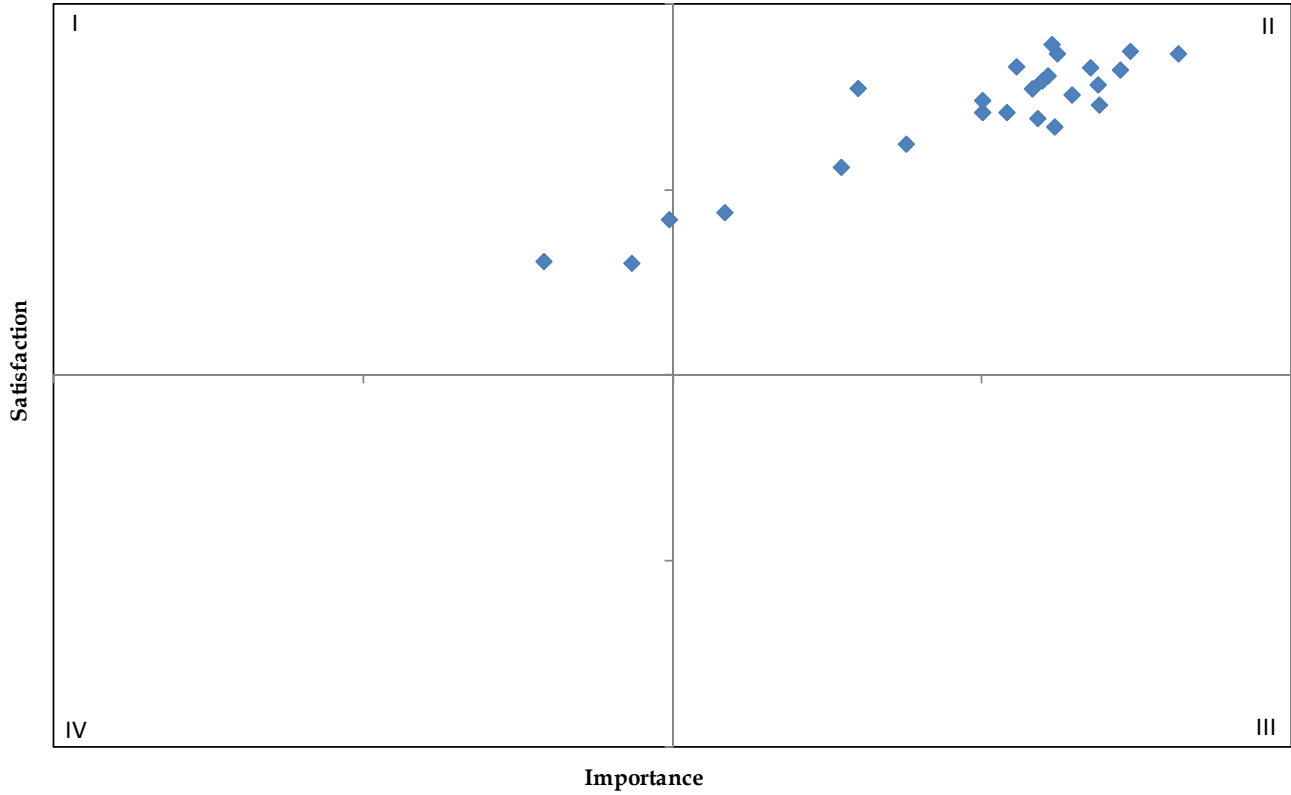


Figure 9. Importance and Satisfaction with Rossland (All Factors)
 Note: Quadrant I (Low Importance/High Satisfaction/); Quadrant II (High Importance/High Satisfaction);
 Quadrant III (High Importance/Low Satisfaction); and Quadrant IV (Low Importance/Low Satisfaction).

With respect to *mountain bike trails/riding aspects*, highest importance was placed on a variety of terrain/trails (mean = 4.63), trail condition (mean = 4.45) and trail signage (mean = 4.38). Highest satisfaction levels were recorded for difficulty of terrain/trails (mean = 4.79), variety of terrain/trails (mean = 4.74) and fitness challenge (mean = 4.74). Skill challenge (mean = 4.11) and overall number of trails (mean = 4.16) were aspects/activities that were not considered as important to these travellers. All *mountain bike trails/riding aspects* were rated high in importance and high in satisfaction (Figure 10).

Importance and Satisfaction with Rossland as a Place to Visit
"Mountain Bike Trails/Riding Aspects"

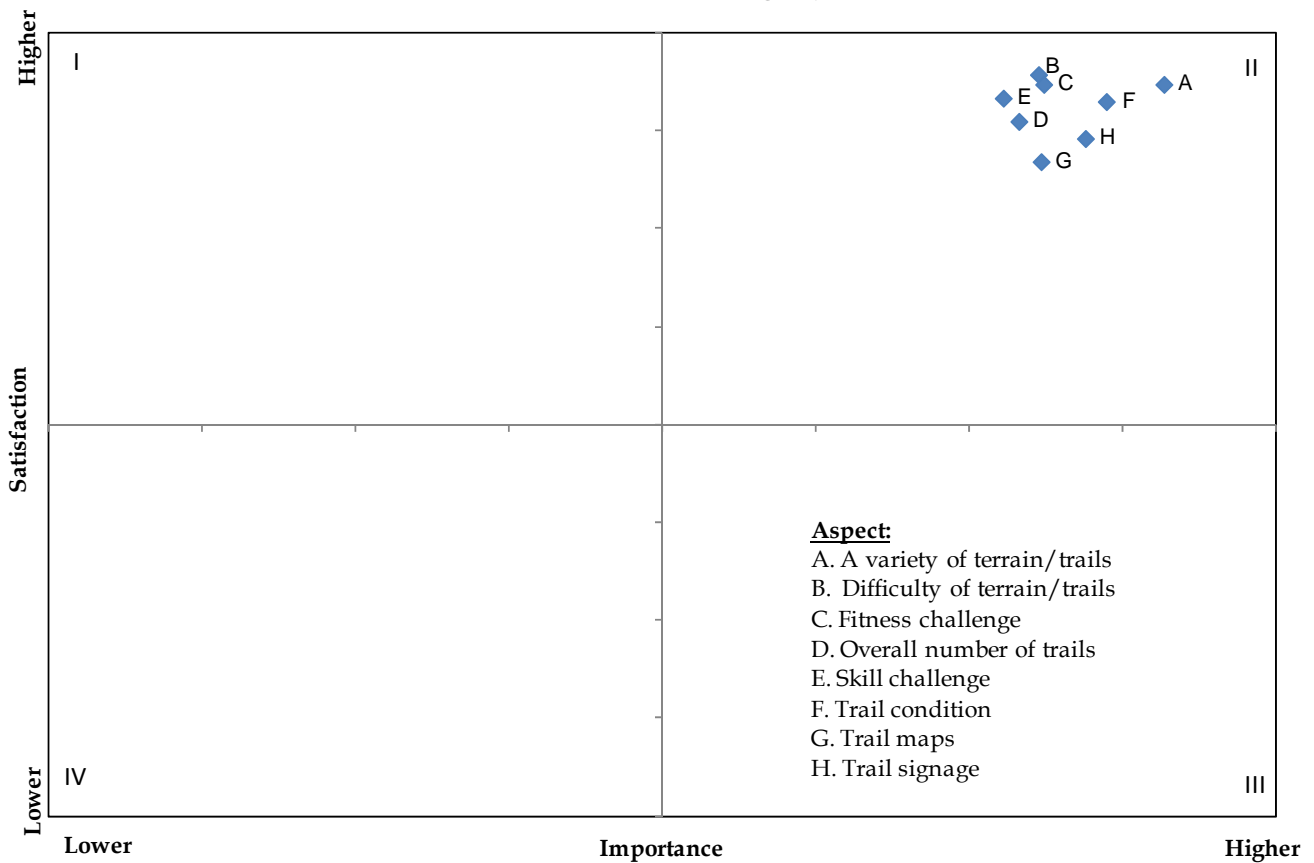


Figure 10. Importance and Satisfaction with Rossland (Mountain Bike Trails/Riding Aspects)
 Note: Quadrant I (Low Importance/High Satisfaction/); Quadrant II (High Importance/High Satisfaction);
 Quadrant III (High Importance/Low Satisfaction); and Quadrant IV (Low Importance/Low Satisfaction).

With respect to *community offerings*, highest importance ratings were associated with bike amenities in town (mean = 4.08), bike friendly accommodation (mean = 3.75), reputation as a mountain biking destination (mean = 3.60) and availability of other outdoor activities (mean = 3.54). Highest satisfaction ratings were associated with reputation as a mountain biking destination (mean = 4.55), bike amenities in town (mean = 4.42), bike friendly accommodation (mean = 4.25) and availability of other outdoor activities (mean = 4.13). In this sense, the attributes that were most important were also amongst those with which respondents expressed greater satisfaction. There were a handful of factors that were considered less important, namely transportation services (mean = 2.99), fun nightlife and entertainment (mean = 2.87) and activities that appeal to children (mean = 2.58). Satisfaction levels with all attributes were all high (Figure 11).

Importance and Satisfaction with Rossland as a Place to Visit
"Community Offerings"

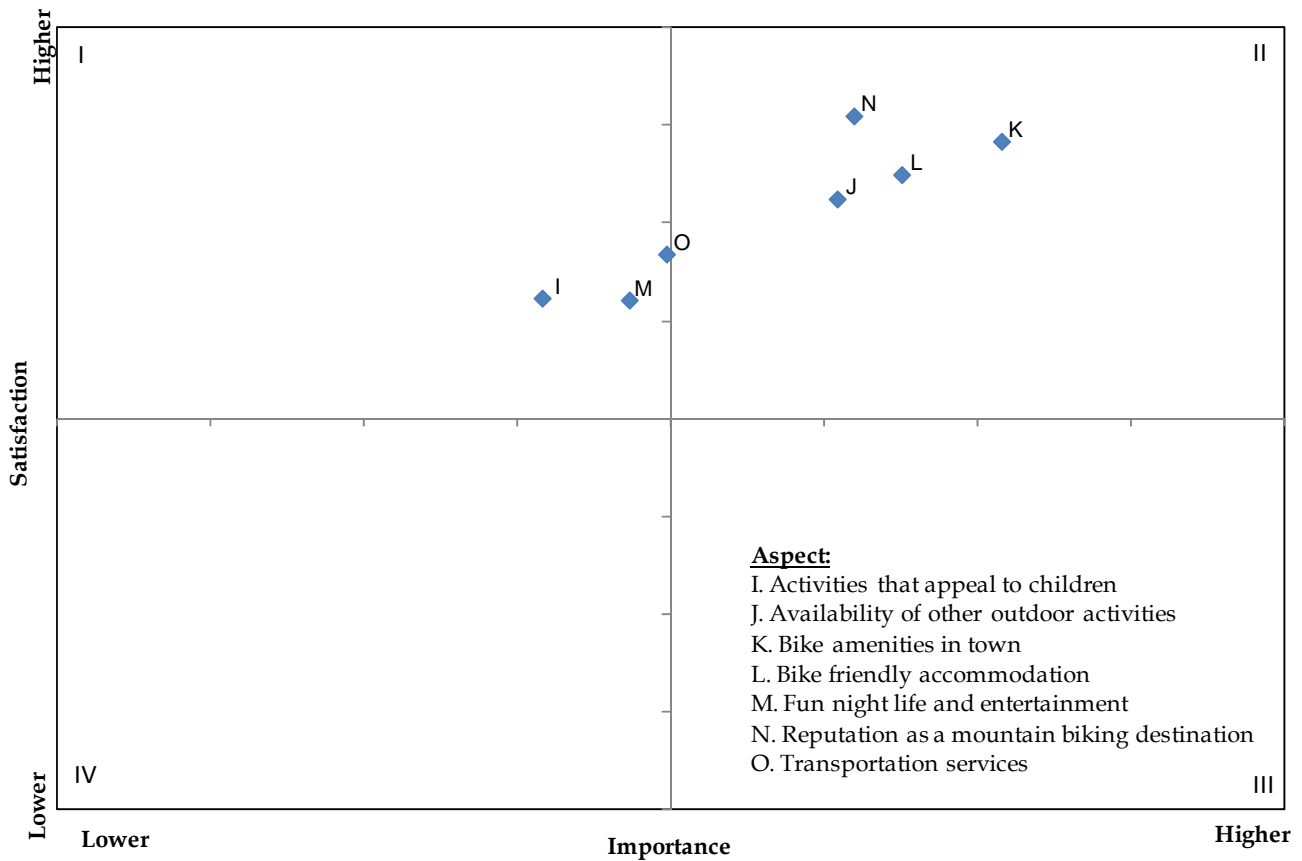


Figure 11. Importance and Satisfaction with Rossland (Community Offerings)

Note: Quadrant I (Low Importance/High Satisfaction/); Quadrant II (High Importance/High Satisfaction); Quadrant III (High Importance/Low Satisfaction); and Quadrant IV (Low Importance/Low Satisfaction).

With respect to *other aspects*, high importance ratings were associated with views/scenery/nature (mean = 4.48), exploring new areas (mean = 4.37), ability to ride with friends and/or family (mean = 4.35), overall value for price paid (mean = 4.29) and weather (mean = 4.21). High satisfaction ratings were associated with views/scenery/nature (mean = 4.75), ability to ride with friends and/or family (mean = 4.66), weather (mean = 4.62), ability to connect with nature (mean = 4.59) and exploring new areas (mean = 4.57). Noticeable was the aspect of overnight trips/touring options, which was rated relatively low on both importance (mean = 3.17) and satisfaction (mean = 3.88) (Figure 12).

Importance and Satisfaction with Rossland as a Place to Visit
"Other Aspects"

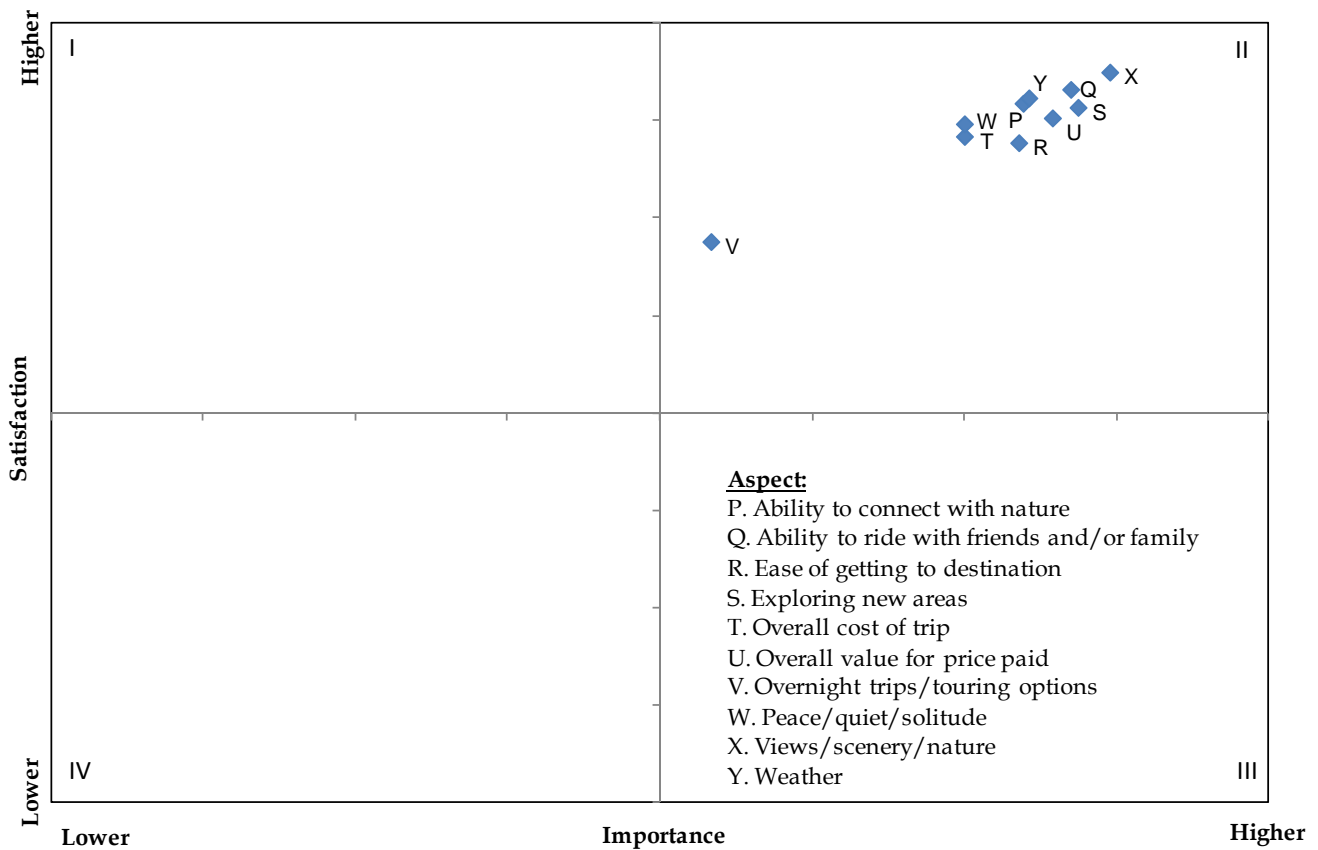


Figure 12. Importance and Satisfaction with Rossland (Other Aspects)

Note: Quadrant I (Low Importance/High Satisfaction/); Quadrant II (High Importance/High Satisfaction); Quadrant III (High Importance/Low Satisfaction); and Quadrant IV (Low Importance/Low Satisfaction).

Respondents to the follow-up survey were asked about the satisfaction (or dissatisfaction) with their mountain bike experience in Rossland. The vast majority (90%) of respondents indicated that they were very satisfied, while the remaining respondents were somewhat satisfied. No respondents indicated that they were dissatisfied with their mountain bike experience in Rossland (Figure 13).

Respondents to the follow-up survey were also asked if they were likely to return to the Rossland/Trail area to mountain bike in the next 12 months (Figure 14). Three-quarters of mountain bike travellers indicated that they were likely to return (61% very likely to return; 14% somewhat likely to return). Conversely, over one-eighth (14%) of all travellers stated that they were not at all likely to return in the next 12 months.

Satisfaction With Mountain Bike Experience in Rossland

Overall, how satisfied or dissatisfied were you with your mountain bike experience in Rossland?

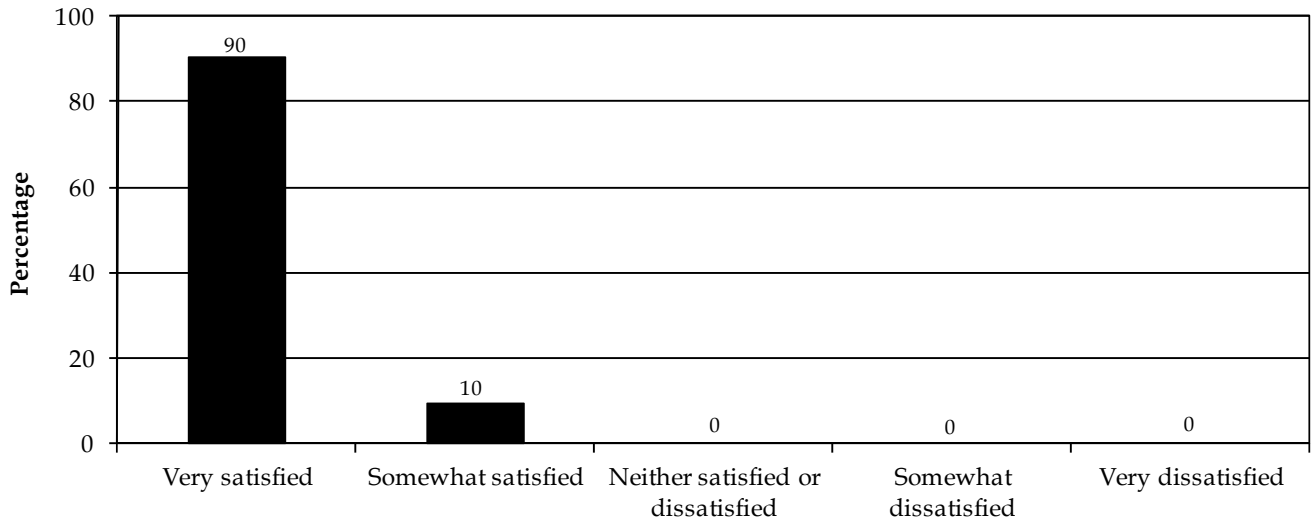


Figure 13. Satisfaction with mountain bike experience in Rossland (n=93).

Likelihood of Returning to Rossland and Trail to Mountain Bike

How likely are you to return to the Rossland and Trail area to mountain bike in the next 12 months?

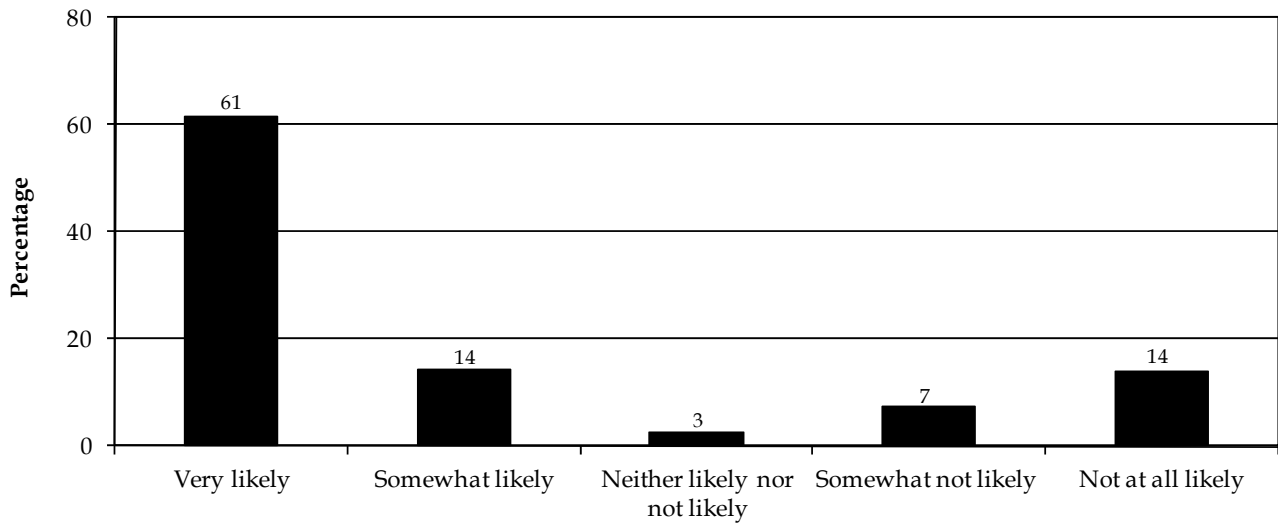


Figure 14. Likelihood of returning to the Rossland and Trail area to mountain bike in the next 12 months (n=187).

When asked how likely they were to recommend Rossland as a place to mountain bike to their friends and family, the vast majority (98%) of mountain bike travellers stated that they were very likely to do so. The remainder (2%) were favourably inclined and somewhat likely to do the same (Figure 15).

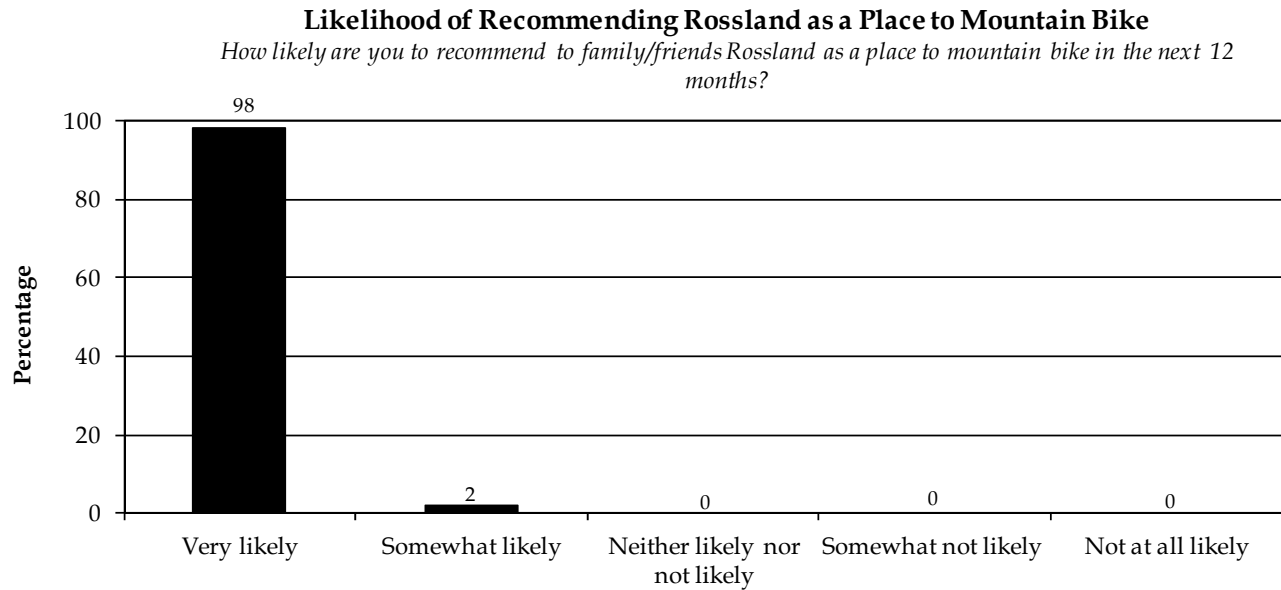


Figure 15. Likelihood of recommending Rossland as a place to mountain bike in the next 12 months (n=186).

The follow-up survey asked travellers to name mountain biking related features and services they would like to see if they were to visit Rossland again in the future. In total, 115 responses were received from 67 participants. The most popular additions included longer/additional trails (18% of the total responses; 30% of the total respondents), additional services and amenities (12% of responses; 20% of respondents), increased/improved transportation (8% of responses; 13% of respondents), better maps/use of map technology (8% of responses; 13% of respondents) and better signage (8% of responses; 13% of respondents). One in ten (11% of responses, 18% of respondents) felt the service levels were fine as they were (Figure 16; Figure 17). A more detailed listing of these activities, services and attractions is included in Appendix D.

Mountain Biking Features/Services To See if Revisiting Rossland - Percent of Responses
What additional mountain biking features and/or services would you like to see if you visited Rossland again?

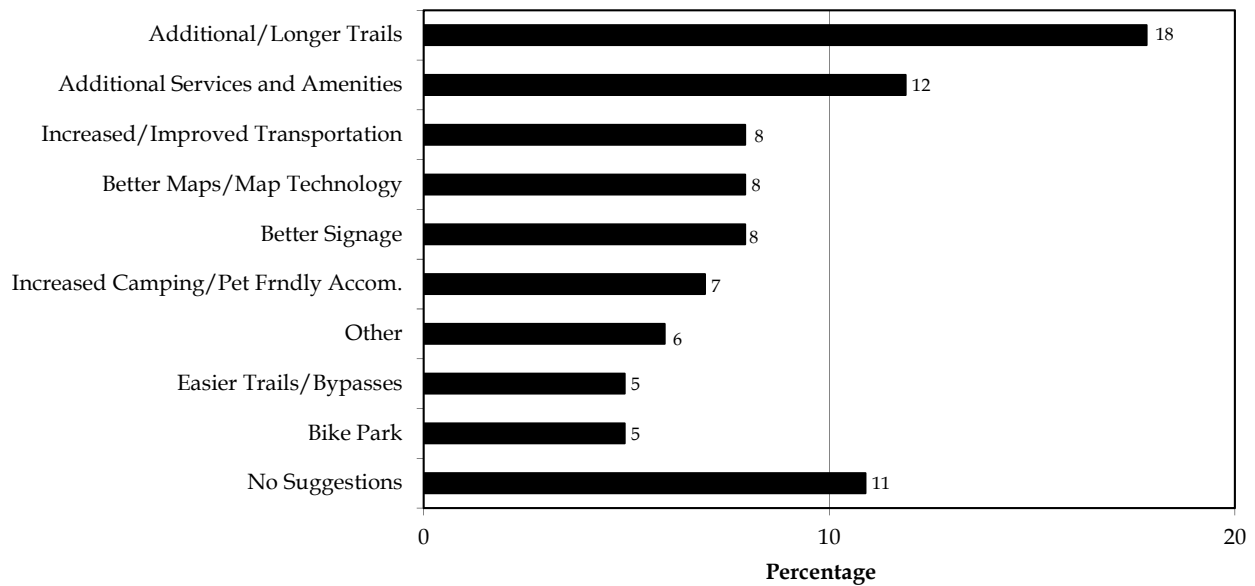


Figure 16. Coded responses to the open-ended question, “What additional mountain biking features and/or services would you like to see if you visited Rossland again?” Multiple responses were permitted. Total percentage may not equal 100%. In total, 115 responses were received for this question.

Mountain Biking Features/Services To See if Revisiting Rossland - Percent of Respondents
What additional mountain biking features and/or services would you like to see if you visited Rossland again?

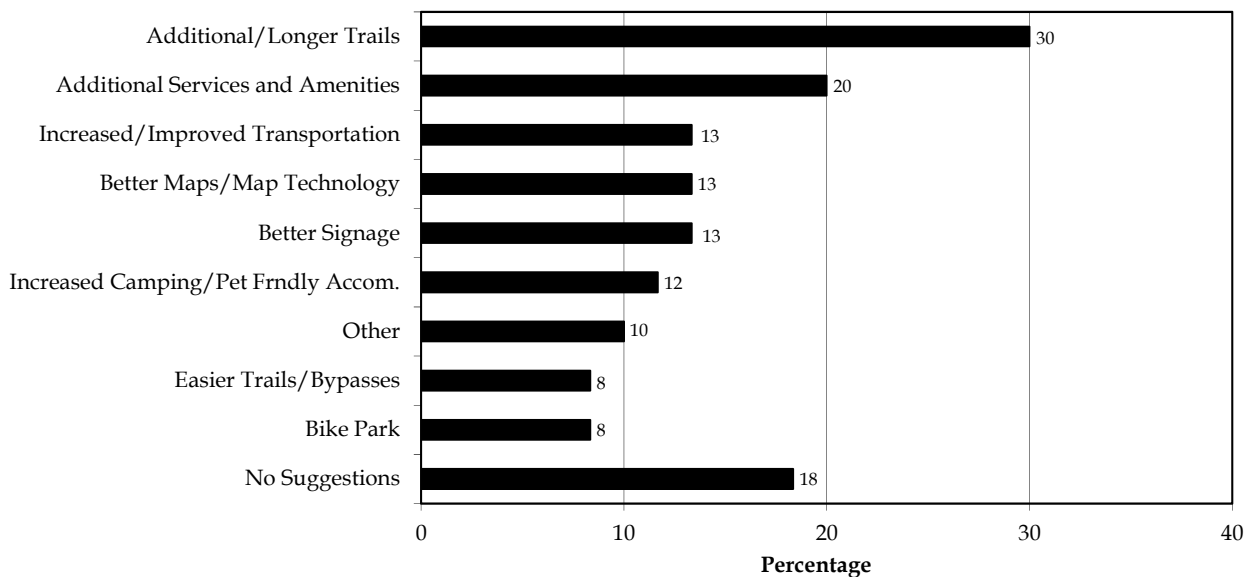


Figure 17. Coded responses to the open-ended question, “What additional mountain biking features and/or services would you like to see if you visited Rossland again?” Multiple responses were permitted. Total percentages may not equal 100%. A total of 67 respondents provided answers to this question.

Follow-up survey respondents were asked if they had mountain biked elsewhere other than Rossland on their trip. Over half (52%) reported mountain biking at locations other than Rossland (Table 21).

Respondents who reported mountain biking elsewhere were asked to specify all the locations they had visited for this purpose. In total, 115 responses were received from 53 survey participants. The most frequently mentioned locations included Nelson (n=15), New Denver (n=9), Revelstoke (n=7), Whistler (n=6), Squamish (n=4), Idaho (n=4), Pemberton (n=3), Kamloops (n=3), Vernon (n=3), Kelowna (n=3) and Castlegar (n=3, Table 21).

Table 21. Other mountain bike locations mentioned on same trip

	Responses	Percentage of Responses	Percentage of Respondents ¹
<i>Mountain biked elsewhere on trip</i>	115	100%	52%
Kootenay Rockies	54	47.0%	101.9%
<i>Nelson</i>	15	13.0%	28.3%
<i>New Denver</i>	9	7.8%	17.0%
<i>Revelstoke</i>	7	6.1%	13.2%
<i>Castlegar</i>	3	2.6%	5.7%
<i>Other Kootenay Rockies</i>	20	17.4%	37.7%
Vancouver, Coast and Mountains	17	14.8%	32.1%
<i>Whistler</i>	6	5.2%	11.3%
<i>Squamish</i>	4	3.5%	7.5%
<i>Pemberton</i>	3	2.6%	5.7%
<i>Other Vancouver, Coast and Mountains</i>	4	3.5%	7.5%
Thompson Okanagan	18	15.7%	34.0%
<i>Kamloops</i>	3	2.6%	5.7%
<i>Kelowna</i>	3	2.6%	5.7%
<i>Vernon</i>	3	2.6%	5.7%
<i>Other Thompson Okanagan</i>	9	7.8%	17.0%
Cariboo Chilcotin Coast	2	1.7%	3.8%
Northern British Columbia	3	2.6%	5.7%
Vancouver Island	1	0.9%	1.9%
Other Canada	6	5.2%	11.3%
US	10	8.7%	18.9%
International	3	2.6%	5.7%
Other	1	0.9%	1.9%

1. Multiple responses were permitted. Total percentage may not equal 100%. In total, 233 responses were received for this question (n=53).

Perceptions of Rossland

Respondents to the follow-up survey were asked “What do you consider to be unique about Rossland as a mountain bike vacation destination?”, “What positive images/characteristics come to mind when you think of Rossland?” and “What negative images/characteristics come to mind when you think of Rossland?” These image/characteristic questions were asked in order to identify and quantify respondent perceptions about what Rossland is doing right and what Rossland may need to work on, in order to continue to attract and extend time spent by travellers in the region.

A total of 93 follow-up survey participants included their comments on what they believed were unique aspects of Rossland as a mountain bike vacation destination. Since individual participants often made multiple comments, this group provided a total of 233 responses. The most common response was related to the diversity and type of trails available to mountain bikers (24% of the total responses; 59% of the total respondents), ease of trail access (9% responses; 21% of respondents), friendly locals (7% of responses; 18% of respondents), authenticity of the small town setting (7% of responses; 16% of respondents) and scenery (7% of responses; 16% of respondents). Additional comments pertained to Rossland being quiet/uncrowded (6% of responses; 15% of respondents), the Seven Summits trail (6% of responses; 14% of respondents) and the organization and quality of the trails (6% of responses; 14% of respondents) (Figure 18; Figure 19). A detailed listing of all comments is provided in Appendix E.

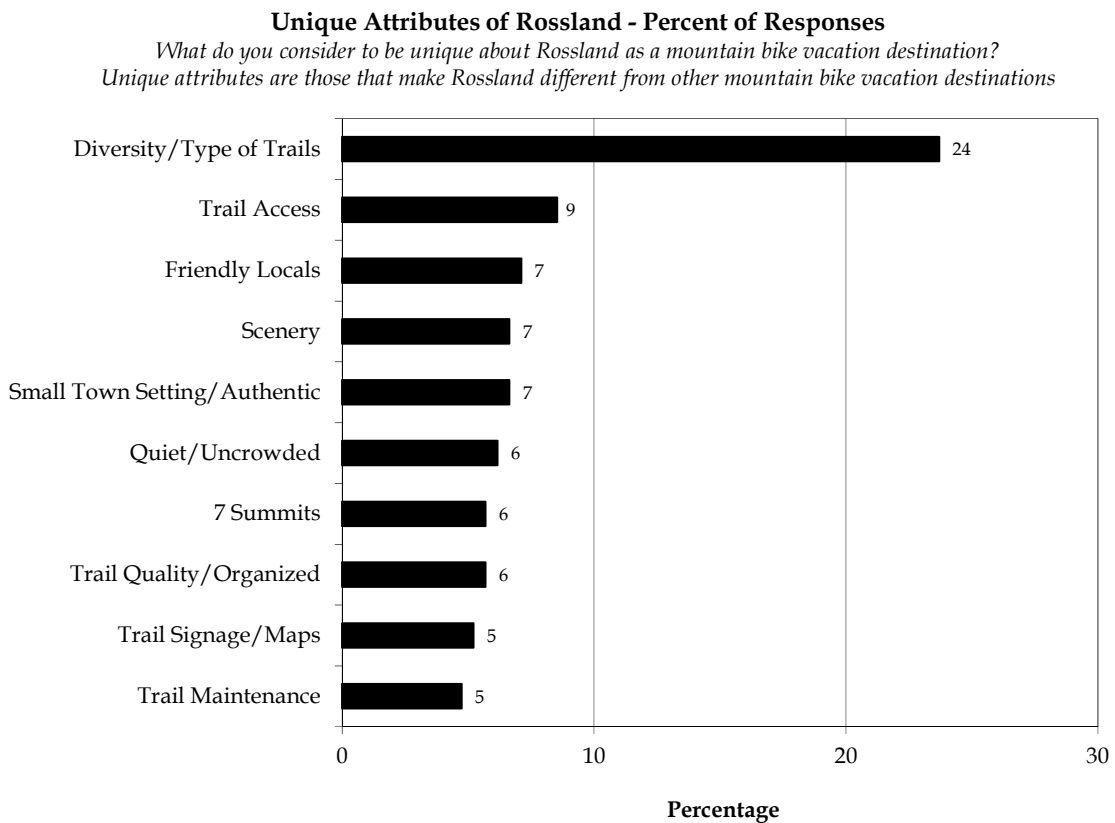


Figure 18. Coded responses to the open-ended question, “What do you consider to be unique about Rossland as a mountain bike vacation destination?” Multiple responses were permitted. Total percentage may not equal 100%. In total, 233 responses were received for this question.

Unique Attributes of Rossland - Percent of Respondents

What do you consider to be unique about Rossland as a mountain bike vacation destination?

Unique attributes are those that make Rossland different from other mountain bike vacation destinations

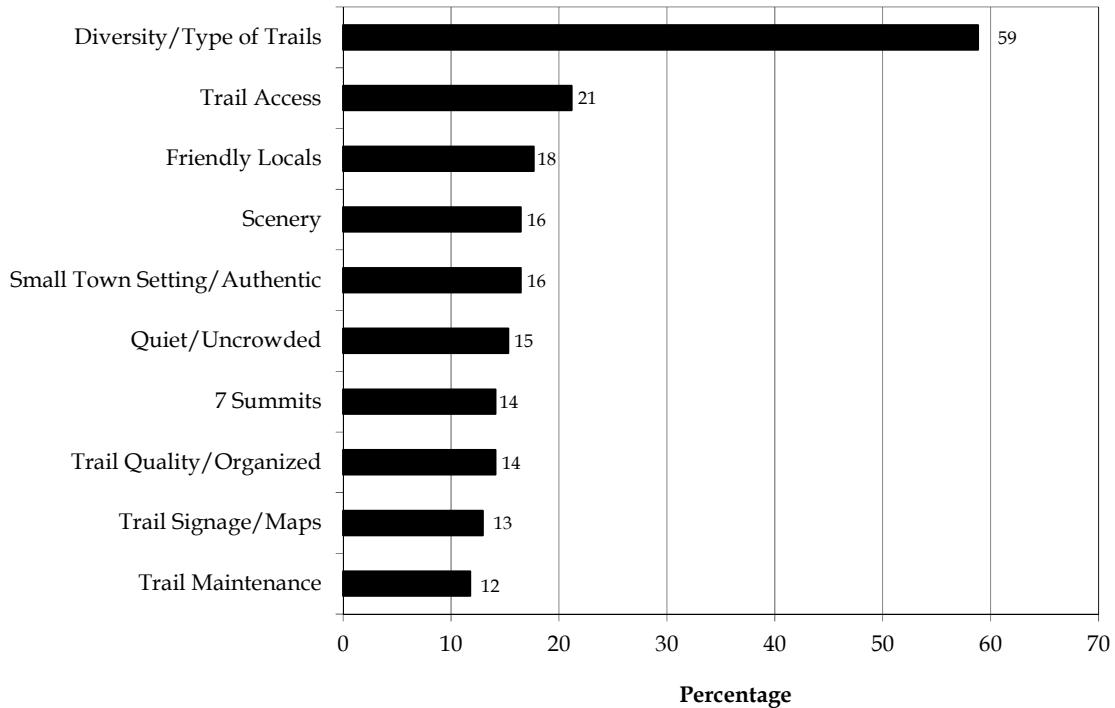


Figure 19. Coded responses to the open-ended question, “What do you consider to be unique about Rossland as a mountain bike vacation destination?” Multiple responses were permitted. Total percentage may not equal 100%. In total, 93 respondents provided answers to this question.

A total of 86 follow-up survey participants included their comments on perceived positive aspects of Rossland; this group provided a total of 224 responses. Quality of biking experience (17% of total responses; 44% of total respondents) was the most frequently mentioned positive aspect of Rossland, followed by its scenic beauty (16% of responses; 41% of respondents) and the friendly nature (13% of total responses; 35% of total respondents). Other positive characteristics included the town (8% of responses; 21% of respondents), the uncrowded/relaxed atmosphere (8% of responses; 21% of respondents) and the abundance of things to do (7% of responses; 18% of respondents) (Figure 20; Figure 21). A listing of positive images/characteristics is included in Appendix F.

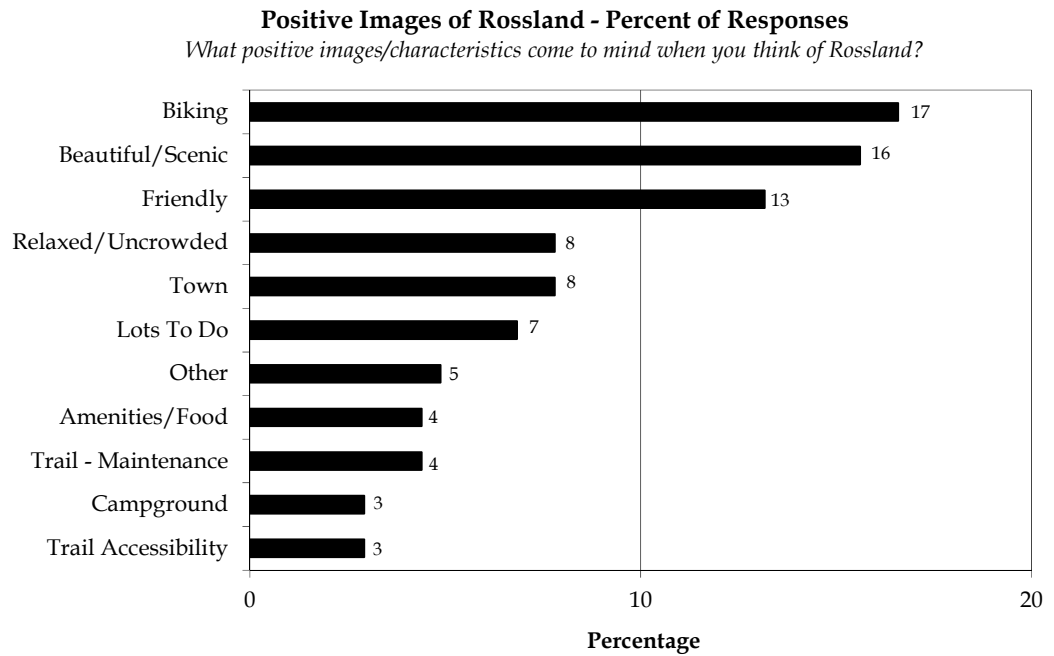


Figure 20. Coded responses to the open-ended question, “What positive images/characteristics come to mind when you think about Rossland?” Multiple responses were permitted. Total percentage may not equal 100%. In total, 224 responses were received for this question.

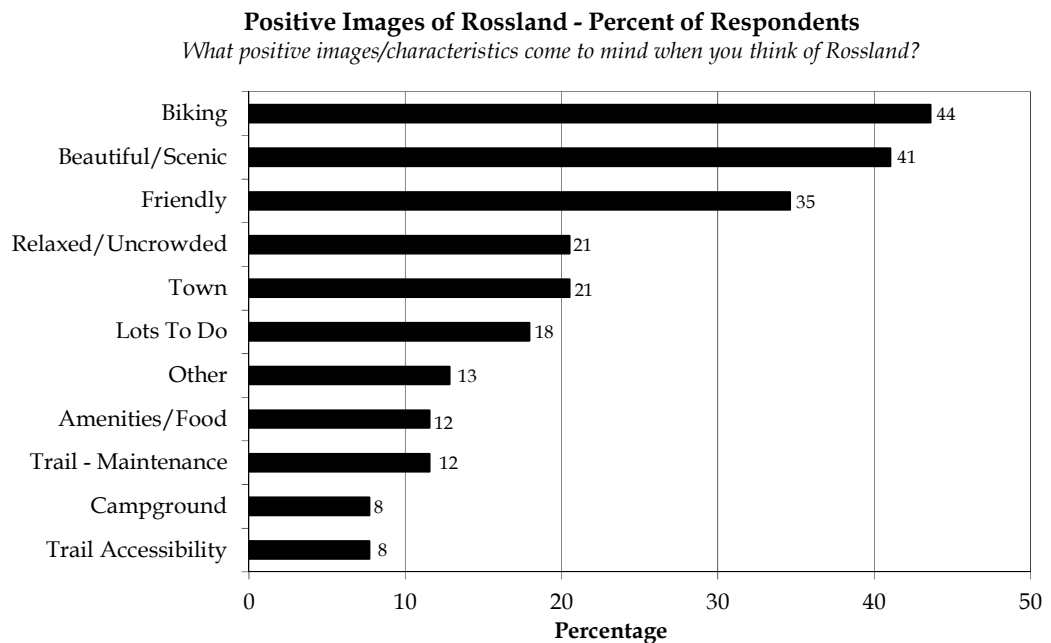


Figure 21. Coded responses to the open-ended question, “What positive images/characteristics come to mind when you think about Rossland?” Multiple responses were permitted. Total percentage may not equal 100%. A total of 86 respondents provided answers to this question.

A total of 54 follow-up survey participants included their comments on perceived negative images or characteristics of Rossland, representing almost 50% of all follow-up participants. This group provided a total of 81 responses to the question. The top response was related to distance and accessibility, a factor that is either impossible or difficult to remediate (17% of responses; 24% of respondents). Other frequently mentioned negative images/characteristics included limited amenities (15% of responses; 22% of respondents), limited operating hours/lack of night life (11% of responses; 16% of respondents), cost (8% of responses; 12% of respondents), trail enhancement (7% of responses; 10% of respondents) and limited camping/options for inexpensive accommodation (7% of responses; 10% of respondents) (Figure 22; Figure 23). A listing of negative images/characteristics is provided in Appendix G.

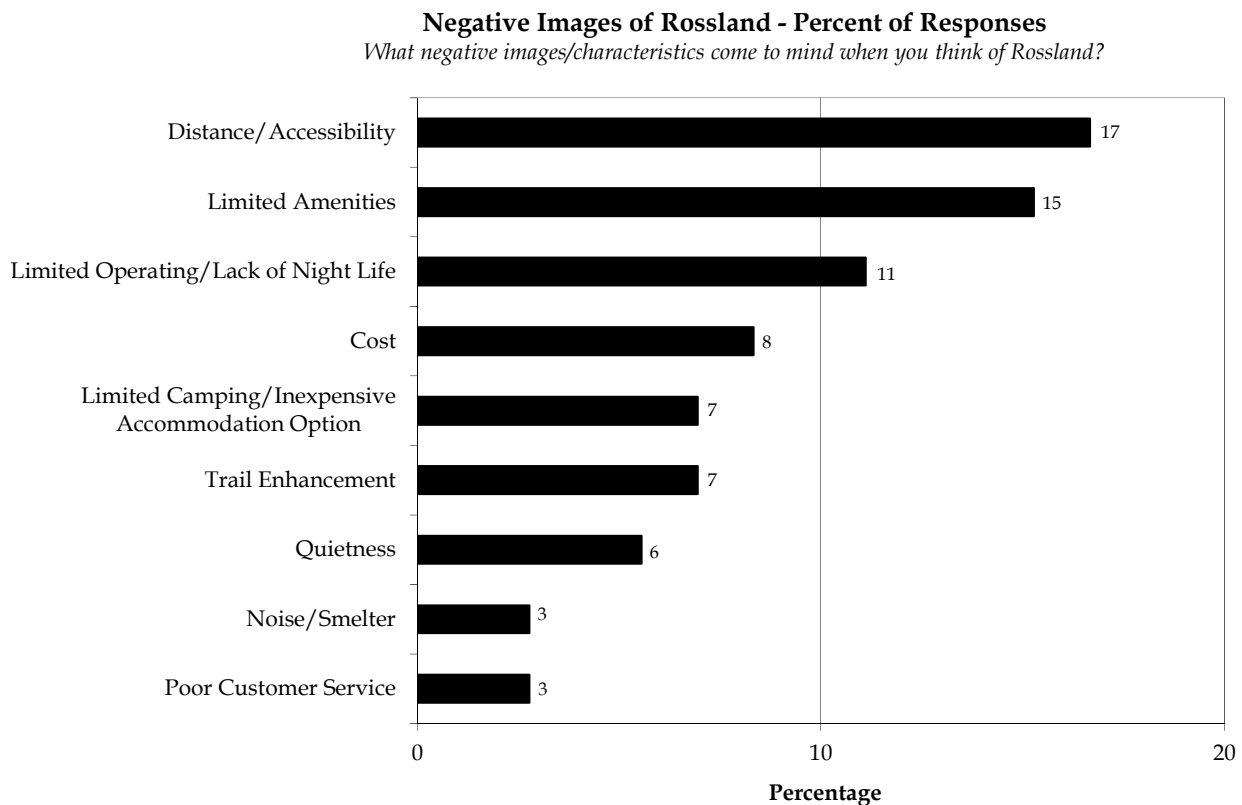


Figure 22. Coded responses to the open-ended question, “What negative images/characteristics come to mind when you think of Rossland?” Multiple responses were permitted. Total percentages may not equal 100%. Eighty-one responses were received for this question. Six percent of responses were attributed to no negative images coming to mind when respondents thought of Rossland, and were not included in graph.

Negative Images of Rossland - Percent of Respondents

What negative images/characteristics come to mind when you think of Rossland?

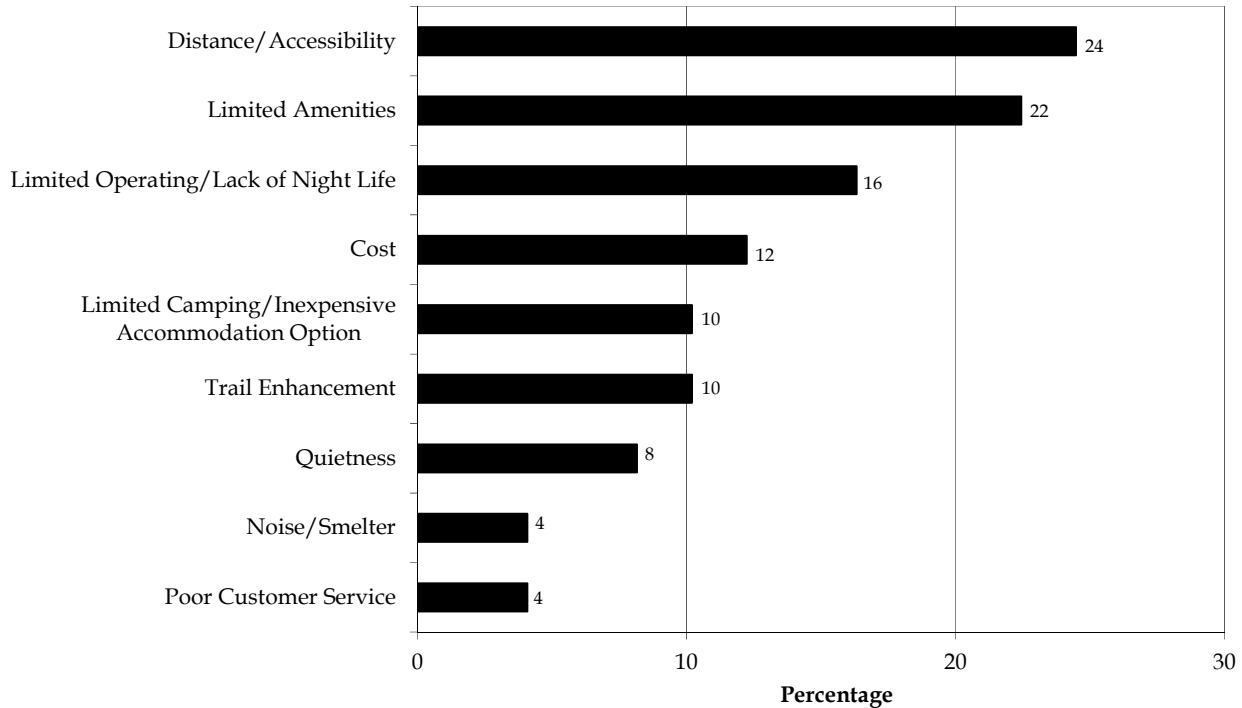


Figure 23. Coded responses to the open-ended question, “What negative images/characteristics come to mind when you think of Rossland?” Multiple responses were permitted. Total percentage may not equal 100%. Fifty-four respondents provided answers to this question. For eight percent of respondents, no negative images came to mind when thinking of Rossland and were not included in graph.

Community Comparison

Follow-up survey respondents were asked which mountain bike vacation destination inside and outside of British Columbia they would most likely consider for a future mountain bike vacation. Of mountain bike destinations within British Columbia, almost a fifth (20%) of respondents indicated that they would consider Whistler for a future mountain bike vacation. Another sixth (15%) considered visiting Nelson, while a tenth indicated they would consider visiting Squamish (11%) or Fernie (11%) on their next mountain bike vacation (Table 22).

Table 22. Future mountain bike destinations inside British Columbia

Destination - Inside British Columbia	Percentage of Travellers (n=92)
Whistler	19.6%
Nelson	15.2%
Squamish	10.9%
Fernie	10.9%
Golden/Kicking Horse	8.7%
Kamloops/Sun Peaks	6.5%
Cumberland/Comox/Mount Washington	5.4%
Invermere/Panorama	5.4%
North Shore (North Vancouver)	3.3%
Williams Lake	1.1%
Somewhere else in British Columbia	7.6%
None of the above	5.4%

Follow-up survey respondents were also asked which mountain bike vacation destination outside British Columbia they would most likely consider for a future mountain bike vacation. One-third (33%) mentioned Moab, Utah, an eighth indicated an alternate destination in the US (14%) or Canmore, Alberta (12%), while a tenth (9%) indicated they would consider visiting Fruita, Colorado on their next mountain bike vacation outside British Columbia (Table 23).

Table 23. Future mountain bike destinations outside British Columbia

Destination - Outside British Columbia	Percentage of Travellers (n=89)
Canmore, Alberta, Canada	12.4%
Somewhere else in Alberta, Canada	2.2%
Somewhere else in Canada	4.4%
Moab, Utah, United States	32.6%
Fruita, Colorado, United States	9.0%
Downieville, California, United States	2.2%
Lake Tahoe/North Star, California, United States	1.1%
Somewhere else in the United States	13.5%
Scotland	1.1%
France	1.1%
Switzerland	3.4%
Somewhere else in Europe	2.2%
None of the above	14.6%

Mountain bike travellers who considered a future mountain bike vacation destination outside of British Columbia were asked whether Rossland had better, worse, equal, or similar performance on a series of nine different attributes (variety of terrain/trails, availability of other outdoor activities, bike friendly amenities, difficulty of terrain/trails, ease of getting to destination, overall cost of trip, overall number of trails, reputation as a mountain biking destination and weather). In this analysis, the net difference in the percentage of respondents describing Rossland as better is used as an indicator to assess the overall performance of Rossland in relation to similar destinations outside of British Columbia. Based on sample sizes associated with the responses, two charts were prepared comparing Moab and other destinations (excluding Moab) with Rossland on these attributes.

Mountain bike travellers felt that Rossland had better performance in six out of nine attributes (67%), as compared with similar destinations outside of British Columbia. In general, Rossland was thought to be better than destinations outside British Columbia in terms of overall trip cost (net difference of +36%), difficulty of terrain/trails (net difference of +23%), reputation (net difference of +23%), ease of getting to destination (net difference of +20%), variety of terrain/trails (net difference of +16%) and weather (net difference of +11%). Rossland was considered to underperform the other destinations with respect to availability of outdoor activities (net difference of -9%), bike friendly amenities (net difference of -7%) and the overall number of trails (net difference of -7%) (Figure 24).

Comparison Between Rossland & Other Destinations Outside BC
 "Rossland Better" Minus "Other Destinations Outside BC Better"

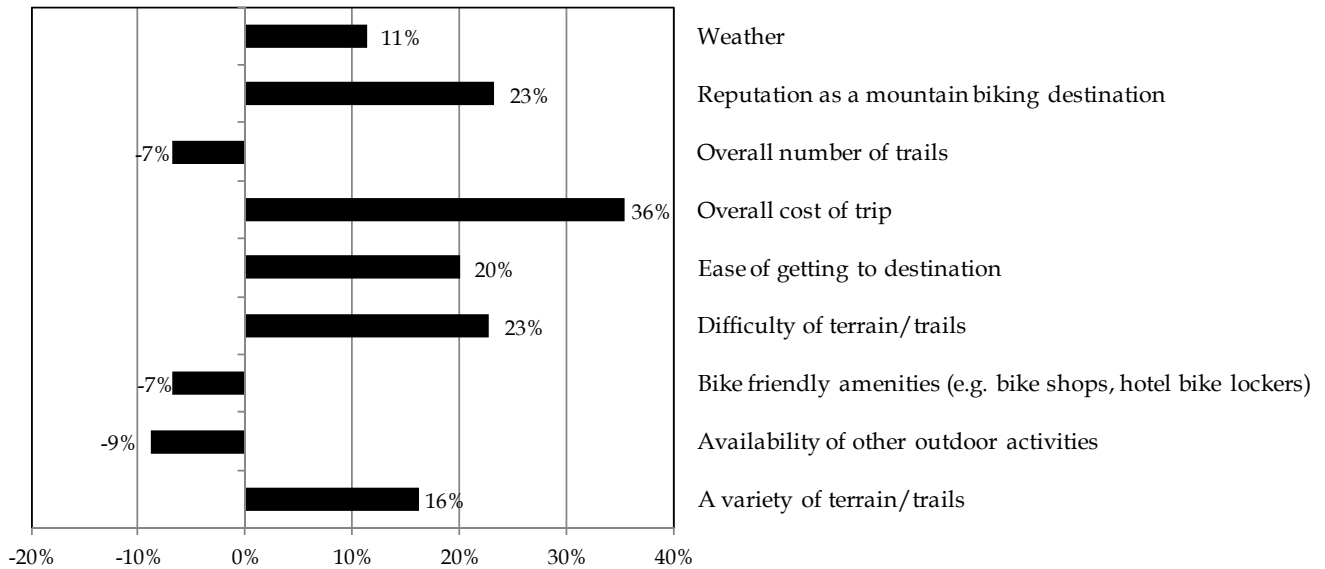


Figure 24. Destination comparison between Rossland and other destinations outside of British Columbia in terms of destination competitiveness. Positive percentages show Rossland rated better compared to comparison destination (n=45).

Follow-up respondents who indicated they would consider Moab, Utah as a future mountain bike vacation destination were asked to compare Moab to Rossland on the same attributes. Rossland was found to be better in terms of overall cost of trip (net difference of +55%), ease of getting to destination (net difference of +48%) and availability of other outdoor activities (net difference of +7%). Rossland was considered to underperform Moab with respect to reputation (net difference of -69%), bike friendly amenities (net difference of -43%), weather (net difference of -41%), number of trails (net difference of -30%) and variety of terrain and trails (net difference of -14%). No difference was reported between Moab and Rossland with respect to the difficulty of terrain/trails (Figure 25).

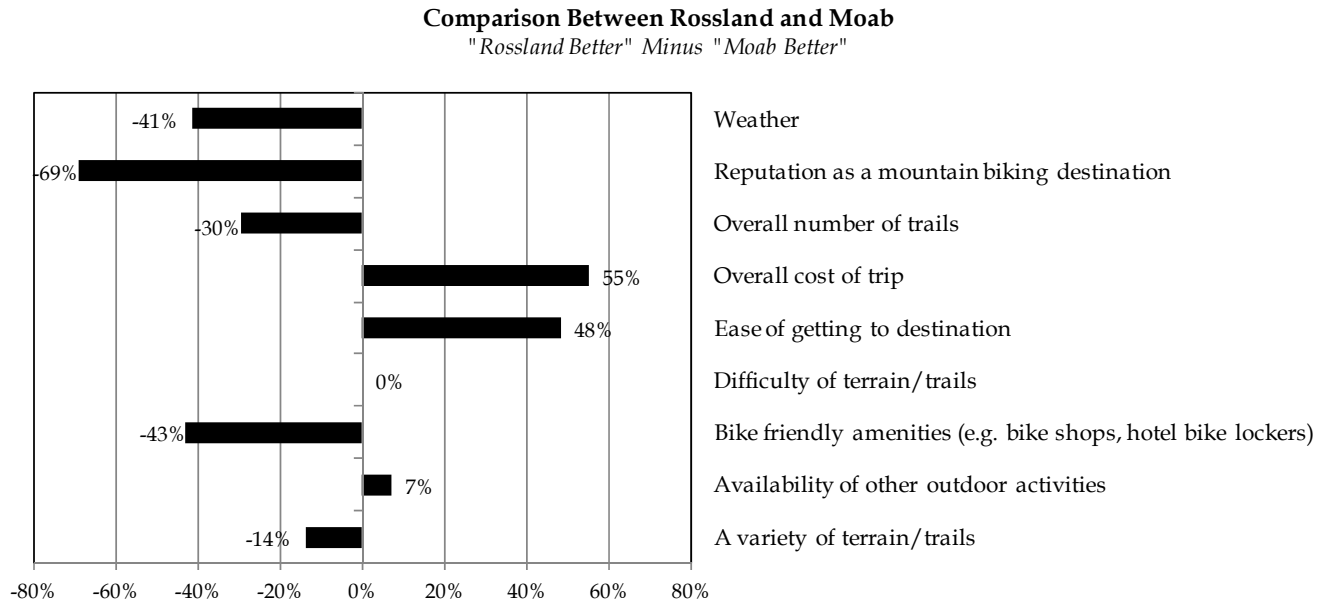


Figure 25. Destination comparison between Rossland and Moab, Utah in terms of destination competitiveness. Positive percentages show Rossland rated better compared to Moab (n=29).

Travel Experience in British Columbia

Respondents to the follow-up questionnaire were asked about their satisfaction with their trip in British Columbia. The majority of mountain bike travellers stated they were either very satisfied (86%) or somewhat satisfied (6%) with their trip (Figure 26).

Satisfaction With Total Trip in British Columbia

Overall, how satisfied or dissatisfied were you with your total trip in British Columbia?

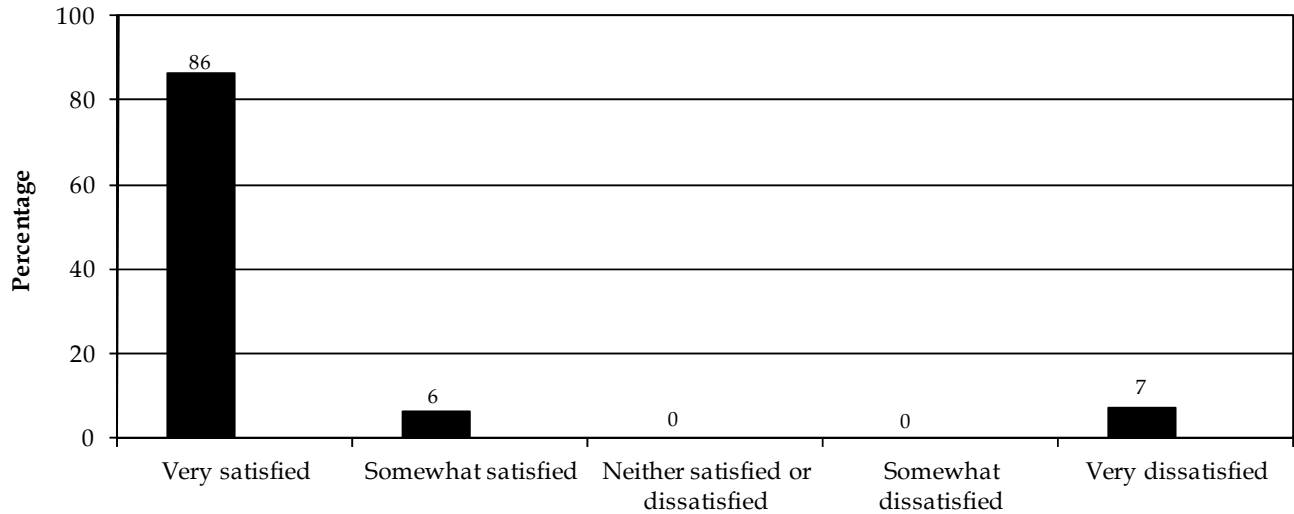


Figure 26. Satisfaction with total trip in British Columbia (n=94).

Respondents to the follow-up survey were also asked about their likelihood of taking another trip in British Columbia in the next two years. The majority of mountain bike travellers indicated that they were likely to take another trip in British Columbia in the next two years (86% very likely; 6% likely; 5% somewhat likely) (Figure 27).

Likelihood of Taking Another Trip in British Columbia

In the next two years, how likely is it that you will take another trip in British Columbia?

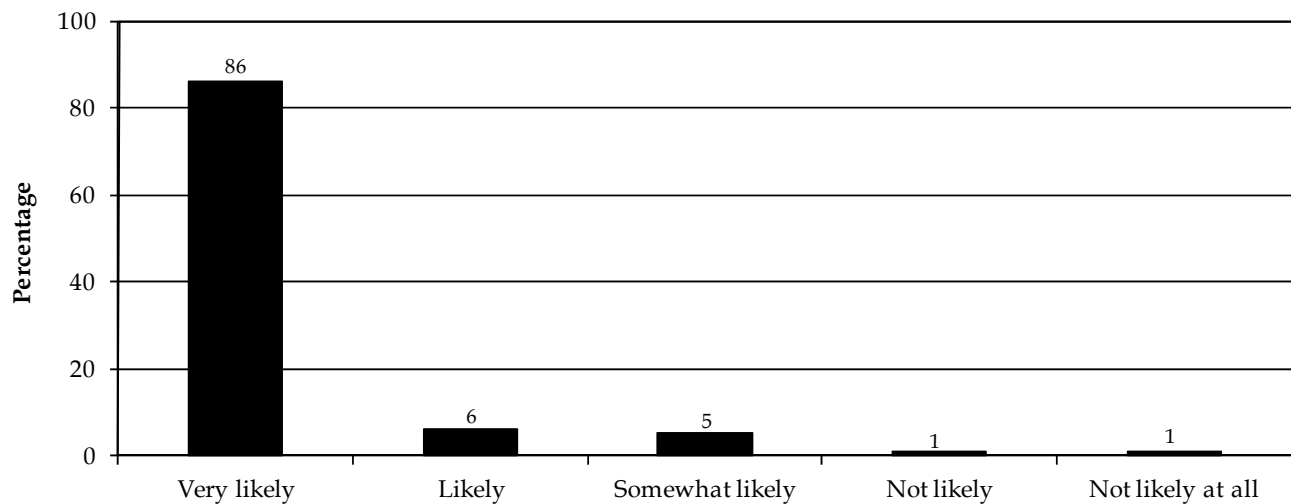


Figure 27. Likelihood of taking another trip in British Columbia in the next two years (n=94).

Mountain bike travellers responding to the follow-up survey were asked about their likelihood of mountain biking while on another trip in British Columbia. The majority of respondents indicated they were likely to mountain bike while on another trip in British Columbia (86% very likely, 8% likely; 4% somewhat likely). Only 2% of travellers stated they were either not likely or not likely at all to mountain bike again, were they to take another trip in British Columbia (Figure 28).

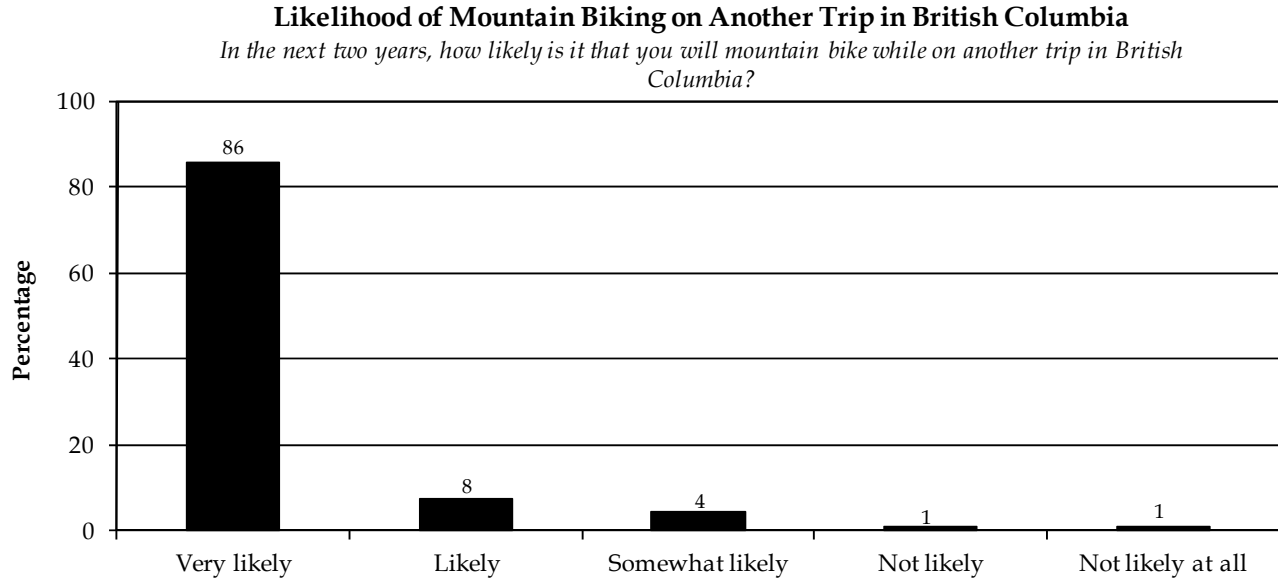


Figure 28. Likelihood of mountain biking while on another trip in British Columbia (n=92).

Respondents who indicated they were likely to mountain bike on another trip in British Columbia were asked about the likelihood of the trip being driven by a motivation to mountain bike. Three-quarters (76%) of these respondents indicated that they were very likely to take another trip that is driven by a motivation to mountain bike. Another sixth were likely (9%) or somewhat likely (6%) to do the same. One-tenth (9%) indicated that mountain biking was not likely (6%) or not likely at all (3%) to be the motivating factor for their potential trip to British Columbia (Figure 29).

Likelihood of Mountain Biking Being Main Motivation for Taking Another Trip in British Columbia

In the next two years, how likely is it that you will take another trip in British Columbia with the main motivation of the trip being mountain biking?

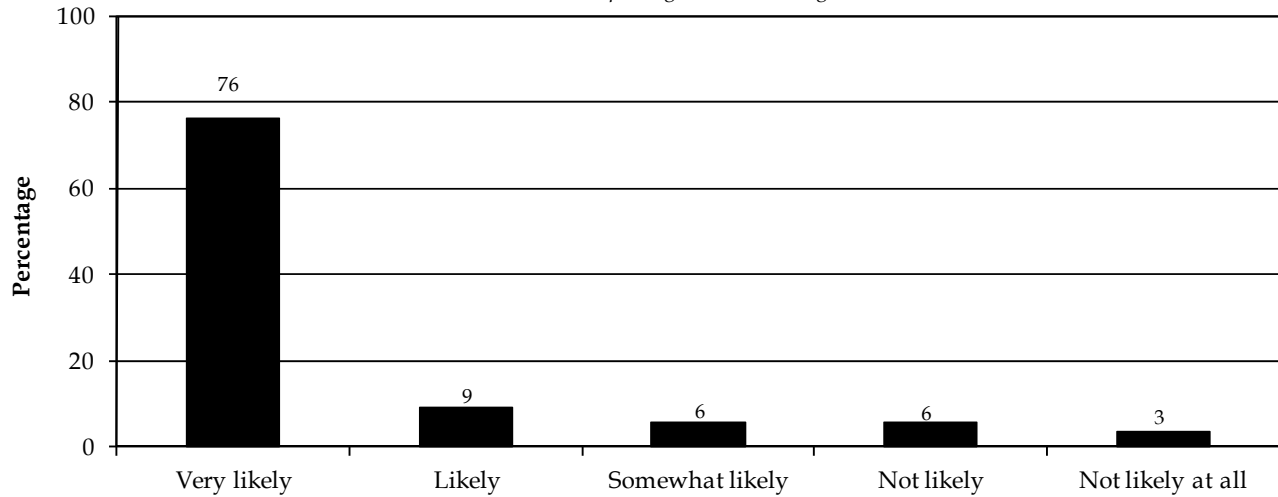


Figure 29. Likelihood of mountain biking being main motivation for taking another trip in British Columbia (n=88).

Expenditures

Travellers were asked to provide their best estimate for their travel party’s total trip expenditures for the entire duration of their planned stay in British Columbia in a number of categories. These included all taxes and tips and travel packages they may have purchased. Consistent with earlier findings that most (96%) were using cars/trucks/motorcycles as their main mode of transportation, a majority of respondents (97%) reported expenditures on gasoline and repairs for vehicles, a minority (6%) rented their vehicles, and over an eighth (15%) spent money on parking and local buses and taxis. Food and beverage purchases at stores (90%) and at restaurants/bars (86%) were also reported with high frequency. Accommodation related expenditures were reported by almost two-thirds (63%) of respondents. Over half (56%) spent money on mountain bike repairs, rentals and equipment, and almost a tenth (7%) bought bike lift tickets. Almost half (49%) participated in shopping for clothing and other items, and almost a third (30%) spent money on recreation and entertainment (Table 24).

Table 24. Overview of total travel party expenditures for planned stay in British Columbia

	Number of Travellers	Percentage of Travellers
Transportation operation - includes gasoline and repairs for vehicles	181	96.8%
Food and beverage/groceries at stores (including any groceries/beverages)	168	90.4%
Food and beverage at restaurants/bars (including any food and beverages)	159	85.6%
Paid accommodation (hotel, motels, vacation rentals, camping, etc.)	107	62.9%
Mountain bike repairs, rentals, equipment or related expenditures	104	55.6%
Shopping (including clothing and other shopping)	91	49.2%
Other recreation/entertainment	56	30.1%
Local transportation - includes local taxis, local buses, and parking	28	15.0%
Bike lift tickets	8	7.1%
Transportation rentals (car/truck, insurance fees, etc.)	11	5.9%

Trip expenditures for each category were aggregated and divided by the total number of days that travellers reported spending away from home on their trip to produce an estimation of daily travel party expenditures. These expenditures were further divided by the total number of persons in the travel party to estimate average per person daily expenditures. Overall, mountain bike travellers reported an average of \$148.57 per day for their travel party (\$62.82 per person) during their trip (Table 25).

Parties from the US (\$165.43), international visitors (\$164.83) and those from Alberta (\$152.90) spent above average, those from British Columbia spent slightly less than the average (\$148.00), while those from elsewhere in Canada spent considerably less than the average (\$77.31). These differences narrowed considerably when comparing expenditures at the per person level. Caution should be used when interpreting these results, due to small sample sizes (n = 10 for elsewhere in Canada, n=26 for Alberta, n=27 for the US and n=11 for international travellers (Table 25).

The highest travel party expenditures were among those whose primary accommodation was at a bed and breakfast (\$259.52 per travel party or \$104.13 per person per day). Not surprisingly, parties who indicated that their primary form of accommodation was with friends or relatives spent considerably less per day (\$131.72 per travel party or \$57.08 per person per day). Caution should be used when interpreting some of these results, due to small sample sizes (for example, n=6 for bed and breakfast) (Table 25).

It is not surprising that average per party daily expenditures increases with party size. Solo travellers spent an average of \$102.58 per day, while those travelling in large travel parties of 7 or more persons spent an average of \$213.21 per day (Table 25). Small sample sizes among travel parties of 7 or more persons (n=9) mean that these results should be interpreted with caution.

Respondents between the ages of 25 and 34 reported the highest average travel party expenditures (\$164.54 per travel party or \$68.42 per person per day). The lowest travel party expenditures were reported among parties where the respondent was aged 65 or older (\$69.44 per travel party or \$34.72

per person per day). Again, however, small sample sizes in some categories limit the ability to draw conclusions (Table 25).

Table 25. Average daily expenditures of travellers by origin, primary accommodation, travel party size and age

\$ CDN Daily Expenditures*	Average Per Party Daily Expenditure (n=179)	Average Per Person Daily Expenditure (n=179)
Overall	\$148.57	\$62.82
Origin¹		
British Columbia	\$148.00	\$65.08
Alberta	\$152.90	\$65.16
Other Canada**	\$77.31	\$39.79
US	\$165.43	\$59.20
Other International**	\$164.83	\$65.59
Primary Accommodations²		
Hotel/Motel**	\$163.09	\$76.19
Campground/RV	\$143.93	\$62.15
Friends or Relatives	\$131.72	\$57.08
B&B**	\$259.52	\$104.13
Second Home**	\$157.71	\$43.75
Rental House/Condo**	\$256.04	\$86.89
Other**	\$230.13	\$78.16
Travel Party Size³		
1 person	\$102.58	\$76.40
2 people	\$136.89	\$68.44
3-6 people	\$186.48	\$48.27
7 or more people**	\$213.21	\$52.06
Age⁴		
Under 24 Years**	\$98.99	\$42.40
25-34 Years	\$164.54	\$68.42
35-44 Years	\$153.36	\$56.58
45-54 Years	\$146.10	\$66.07
55-64 Years**	\$121.94	\$68.10
65 Years or Older**	\$69.44	\$34.72

* The top and bottom 2% of responses were trimmed to ensure an accurate mean daily per person expenditure.

** Please use caution when interpreting these results, as the sample size is less than 20 for the categories indicated.

1. Overall sample sizes for origin: British Columbia (n=105); Alberta (n=26); Other Canada (n=10); US (n=27); Other International (n=11).
2. Overall sample sizes for primary accommodations: Hotel/Motel (n=15); Campground/RV park (n=56); Friends or relatives (n=48); B&B (n=6); Second home (n=10); Rental house/condo (n=14); Other (n=7).
3. Overall sample sizes for travel party size: 1 person (n=29); 2 people (n=87); 3-6 people (n=54); 7 or more people (n=9).
4. Overall sample sizes for age: Under 24 years (n=7); 25-34 years (n=55); 35-44 years (n=50); 45-54 years (n=47); 55-64 years (n=16); 65 years or older (n=3).

Mountain Biking Characteristics

When travellers were asked about the different types of mountain biking they normally participated in, over seven-eighths (88%) of mountain bike travellers reported participating in cross-country/all mountain type of mountain biking. A smaller proportion participated in freeriding (20%) and downhill biking (17%), while a handful of respondents participated in bike skills/dirt jumping (4%) (Table 26).

Table 26. Type of mountain biking normally participated in

Kind of Mountain Biking (multiple responses)	Percentage of Travellers (n=207) ¹
Cross Country/ All Mountain	87.4%
Freeriding	20.3%
Downhill	17.4%
Bike Skills/Dirt Jumping	4.3%
Other (road biking)	0.0%

1. Multiple responses were permitted. Total percentage may not equal 100%.

Travellers were asked to provide their level of mountain bike experience in one of four categories: beginner (just getting into mountain biking; green level trails), intermediate (been mountain biking for a little while, still learning lots; blue trails), advanced (been mountain biking for quite awhile; black trails), or expert (ride the most advanced trails; double black).

In terms of experience, the vast majority of mountain bike travellers to Rossland indicated that they were experienced mountain bikers. A third (33%) were at the intermediate level and still learning; almost half (48%) were at the advanced level and over an eighth (14%) were at the expert level (Table 27).

There were a few practical differences between mountain bike experience level and trail in which they were intercepted. Respondents intercepted at the local bike shop had an above-average composition of riders of intermediate experience level (43%). Respondents intercepted at Nancy Green/Seven Summits had a lower than average composition of intermediate level riders (21%) and a greater than average composition of advanced riders (60%). Respondents intercepted at the Red, Malde and Mining School trails had a lower than average composition of advanced level riders (35%) (Table 27).

Table 27. Level of mountain bike experience by trail intercepted

Experience Level	All Travellers (n=207)	Centennial (n=77)	Red, Malde and Mining School (n=26)	Seven Summits trail/ Nancy Greene (n=83)	Bike Shop (n=21)
Beginner	5.8%	9.1%	7.7%	0.0%	14.3%
Intermediate	32.9%	40.3%	42.3%	20.5%	42.9%
Advanced	47.8%	41.6%	34.6%	60.2%	38.1%
Expert	13.5%	9.1%	15.4%	19.3%	4.8%

There were also differences between mountain bike experience level and origin. Beginner level riders were more likely to be found amongst international travellers, as well as amongst Canadians from provinces east of Alberta. Travellers from British Columbia (71%) and Alberta (72%) have the highest proportion of advanced/expert riders. Travellers from the US (58%), and Canadian provinces other

than British Columbia and Alberta (55%) have the highest proportion of intermediate level riders (Figure 30).

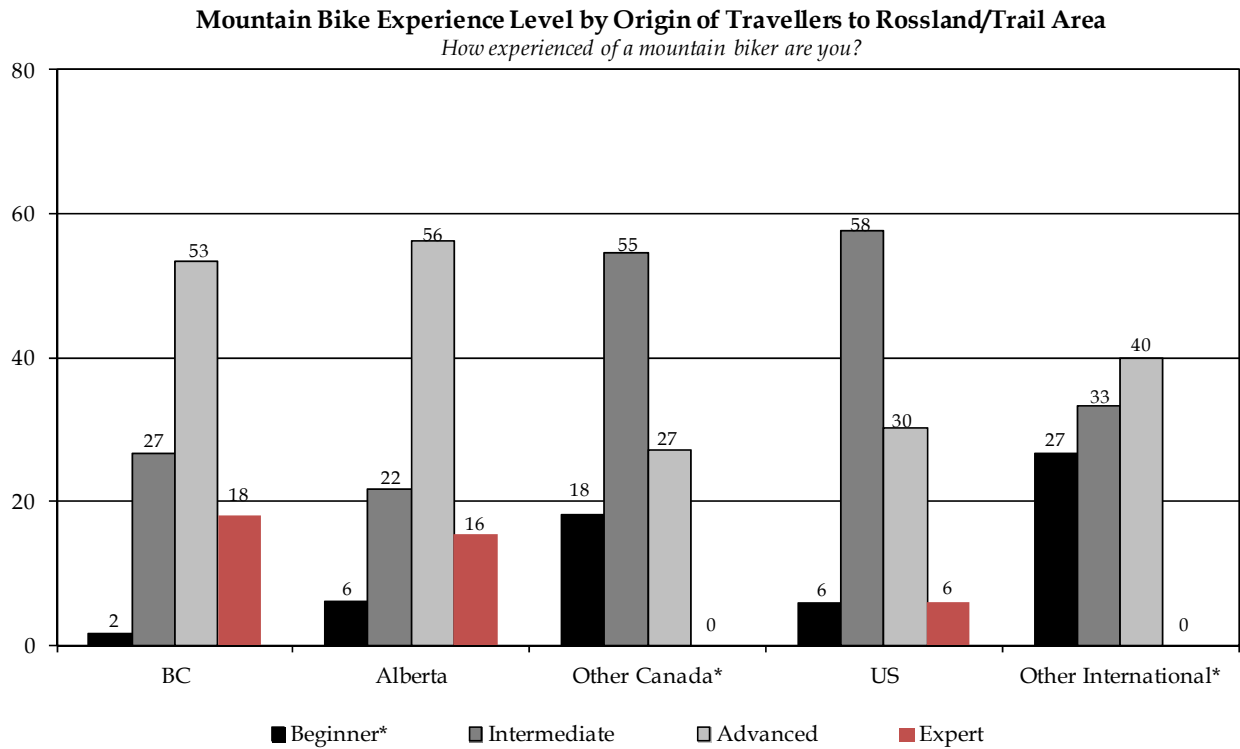


Figure 30. Average Mountain Bike Experience Level (British Columbia (n=16); Alberta (n=32); Other Canada (n=11); US (n=33); Other International (n=15).

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

Three-quarters (75%) of mountain bike travellers reported taking at least one overnight trip for the purpose of mountain biking in the previous 12 months (excluding the current trip in which they were surveyed). The median number of overnight mountain biking trips during the previous 12 months was three (Table 28).

Table 28. Overnight trips taken to purposely go mountain biking in the last 12 months, excluding this trip

Overnight Trips	Percentage of Travellers (n=186)
None	25.3%
1	11.8%
2	8.1%
3	7.5%
4 - 5	15.1%
6 - 10	17.7%
11 - 20	11.8%
21 or more	2.7%
<i>Average</i>	5.66
<i>Median</i>	3.00

Follow-up survey respondents were asked about the total number and types of bikes they currently owned. Almost two-fifths (38%) of respondents owned 4 or more bikes, another third (29%) owned 3 bikes and a quarter (23%) owned 2 bikes (Table 29).

Table 29. Number of bikes owned

Number of Bikes	Percentage of Travellers (n=92)
None	1.1%
1	8.7%
2	22.8%
3	29.3%
4	18.5%
5	5.4%
6	4.3%
7 or more	9.8%
<i>Average</i>	3.46
<i>Median</i>	3.00

The most popular type of bike owned was the full suspension mountain bike, owned by over three-quarters (78%) of mountain bike travellers. Next in popularity were road bikes (65%) and hardtail mountain bikes (42%). Less popular types of bikes were hybrid (13%), cross (12%), single speed (12%), rigid mountain (9%) and commuter/town or commuter/city bikes (9%, Table 30).

Table 30. Type(s) of bike(s) currently owned by mountain bike travellers

Type of Bike	Percentage of Travellers (n=96) ¹
Full suspension mountain	78.1%
Road	64.6%
Hardtail mountain	41.7%
Hybrid	12.5%
Cross	13.5%
Single speed	11.5%
Rigid mountain	9.4%
BMX	3.1%
Other	20.8%
Commuter/town commuter/city bike	9.4%
Cruiser	3.1%
Tandem	3.1%
Touring	3.1%
Other ²	3.1%

1. Multiple responses were permitted. Total percentage may not equal 100%.

2. Other includes bamboo (n=1), electric (n=1) and fixed gear (n=1).

Conclusions

1. Mountain bike travellers who were interviewed at Rossland:

- Were likely to be from British Columbia (57%),
- Were likely to be between the ages of 25-34 (32%), 35-44 (28%) or 45-54 (26%),
- Were likely to have attained at least a university degree (66%) or a college diploma (19%),
- Were most likely to be travelling without children (79%),
- Were experienced mountain bikers (94% were at an intermediate or higher level),
- Were most likely to be riding their own personal bike (90%),
- Were not new to mountain biking vacations (75% had taken at least one overnight trip for the purpose of mountain biking in the previous 12 months),
- Were likely to be members of a mountain biking or a trails society/club (58%),
- Were most likely to rate themselves as either very satisfied (90%) or somewhat satisfied (10%) with their mountain bike experience in Rossland, and
- Were most likely to rate themselves as either very satisfied (86%) or somewhat satisfied (6%) with their overall trip to British Columbia.

2. Trip characteristics of mountain bike travellers interviewed at Rossland:

- The primary trip purpose was leisure (80%), followed by visiting family/friends (20%),
- Cars/trucks/motorcycles were the primary modes of transportation for most travellers (96%),
- Campground/RV park was the primary accommodation type (35%), followed by friends or relatives (33%),
- The three most frequent non-mountain biking activities were visiting a municipal, provincial or national park, or a natural area outside a park (41%), hiking (35%) and shopping for local arts and crafts (31%),
- Nearly two-thirds (61%) of travellers started planning their trip 3 or more weeks prior to departure,
- When starting to plan their trip, almost half (46%) of all travellers considered a mountain bike trip first and then chose their destination,
- Past experience (72%), advice from family and friends (54%) and mountain biking related websites (39%) were among the top information sources used before travel,
- Past experience (44%), advice from family and friends (43%) and visitor guides and brochures (25%) were the top three information sources used by mountain bike travellers during their travel,
- The Rossland/Trail area was the primary destination of almost two-thirds (65%) of travellers; on average, travellers were spending 4 days in the area.
- The average time away from home on the trip was 13 days and travellers intended to spend 11 of those days in British Columbia.

3. The profile of mountain bike travellers can be applied:
 - To primarily serve as a valuable resource of relevant market intelligence as it relates to the Rossland/Trail area and mountain bike products.
 - To ensure that information provided on mountain bike trails reflects the needs of mountain bike travellers.
 - To better understand the characteristics of those travelling to and within the Rossland/Trail area for the primary purpose of mountain biking.
 - To assist in business planning and management of new and existing tourism businesses in the Rossland area and Kootenays Rockies region.
 - To design and refine a marketing plan to attract travellers who do not currently visit for mountain biking purposes. For example, a plan could be designed to encourage travellers who are in the Rossland/Trail area visiting friends and relatives to experience mountain biking while in the area.
 - To understand the appeal of mountain biking and the Rossland/Trail area in general, in order to continue to distinguish the area and enhance its attractiveness as a tourism destination.

4. Almost all (90%) mountain bike travellers to Rossland reported satisfaction with their mountain bike experience, three-quarters (75%) were likely to return to Rossland/Trail area to mountain bike in the next 12 months, and 98% would recommend Rossland as a place to mountain bike to friends and family.

5. When asked about their satisfaction and perceived importance of mountain bike trails/riding aspects, community offerings and other aspects, mountain bike travellers felt Rossland met their expectations. Opportunities for improvement can be identified in these aspects if information is collected periodically, benchmarks can be established and performance can be monitored over time. Suggested improvements in mountain biking related features and services to Rossland included respondents wanting to see longer/additional trails, additional services and amenities, increased/improved transportation, better maps/use of map technology and better signage.

6. Mountain bike travellers reported using mountain biking related websites, Tourism Rossland's website, Mountain Biking British Columbia's website, other local regional tourism websites and other internet sites in planning for their trip. As the internet solidifies its position as an integral and increasingly relied-upon source of information for travellers, it presents opportunities and challenges for those tasked with marketing and information content delivery.

Limitations

1. These results are representative of mountain bike travellers intercepted between July 1 and September 5, 2011. The results presented here may differ from travellers visiting at different times of the year. Additionally, as the study period represents the peak tourism period, applying these findings to extrapolate to the remaining months in the year could result in significant discrepancies compared to overall annual patterns.
2. Some of the statistics contained within this report were produced with small sample sizes; consequently, some of the results should be treated with caution. This has been noted in the report where applicable.
3. Results presented here do not represent the full range of analysis that can be completed with the data collected. For example, a profile of travellers visiting friends and family versus those who were travelling for leisure could be developed. Please contact Nancy Radman, Research, Planning and Evaluation, Ministry of Jobs, Tourism, and Skills Training (Nancy.Radman@gov.bc.ca) for more information on obtaining custom reports using this data.

Appendices

Appendix A - Interview Schedule and Interviews Completed

Appendix B - Questionnaires

Appendix C - Response Bias Testing

Appendix D - Additional Mountain Biking Features/Services to See if Revisiting (Open-Ended)

Appendix E - Uniqueness of Rossland as a Mountain Bike Vacation Destination (Open-Ended)

Appendix F - Positive Images/Characteristics of Rossland (Open-Ended)

Appendix G - Negative Images/Characteristics of Rossland (Open-Ended)

Appendix H - General Comments from Intercept Survey Participants

Appendix I - General Comments from Follow-Up Survey Participants

Appendix A – Interview Schedule and Interviews Completed

Table A1. The day and number of travellers approached, the number who agreed to the interview, the number who participated previously, the number of residents, the number of refusals and the number of independent tourists interviewed at Rossland during the study period.

	Rossland (July 1 to September 5, 2011)						
	Number of People Approached	Refused	Agreed to Participate	Previous Participation	Residents	Non-Residents	Useable Tourist Surveys
July 1	29	4	25	0	23	2	2
July 2	15	1	14	2	7	5	5
July 3	10	2	8	0	6	2	2
July 4	21	0	21	0	19	2	2
July 7	17	1	16	0	13	3	3
July 8	14	1	13	1	8	4	4
July 9	18	1	17	0	13	4	4
July 10	17	2	15	0	13	2	2
July 13	20	3	17	1	11	5	5
July 14	10	2	8	0	4	4	4
July 15	20	4	16	0	12	4	4
July 16	20	1	19	0	15	4	4
July 19	11	1	10	0	6	4	4
July 20	16	5	11	0	5	6	6
July 21	2	0	2	0	2	0	0
July 22	9	0	9	0	8	1	1
July 25	19	1	18	0	11	7	7
July 26	8	1	7	0	4	3	3
July 27	14	0	14	0	8	6	6
July 28	8	0	8	0	7	1	1
July 31	13	0	13	0	1	12	12
August 1	15	2	13	1	5	7	7
August 2	7	0	7	0	4	3	3
August 3	8	1	7	0	3	4	4
August 5	11	0	11	0	3	8	8
August 6	30	3	27	2	13	12	12
August 9	12	0	12	0	8	4	4
August 11	7	0	7	0	2	5	5
August 12	3	1	2	0	1	1	1
August 13	12	0	12	0	3	9	9
August 14	10	0	10	0	6	4	4
August 15	6	1	5	0	2	3	3
August 18	7	1	6	0	3	3	3

Table A1. Continued.

	Rossland (July 1 to September 5, 2011)						
	Number of People Approached	Refused	Agreed to Participate	Previous Participation	Residents	Non- Residents	Useable Tourist Surveys
August 1	15	2	13	1	5	7	7
August 2	7	0	7	0	4	3	3
August 3	8	1	7	0	3	4	4
August 5	11	0	11	0	3	8	8
August 6	12	1	11	0	8	3	3
August 9	12	0	12	0	8	4	4
August 11	7	0	7	0	2	5	5
August 12	3	1	2	0	1	1	1
August 13	12	0	12	0	3	9	9
August 14	10	0	10	0	6	4	4
August 15	6	1	5	0	2	3	3
August 18	7	1	6	0	3	3	3
August 19	12	1	11	0	6	5	5
August 20	8	0	8	0	4	4	4
August 21	12	0	12	0	5	7	7
August 24	4	0	4	0	4	0	0
August 25	4	0	4	0	2	2	2
August 26	7	0	7	0	5	2	2
August 27	9	0	9	0	5	4	4
August 28	9	1	8	0	6	2	2
August 30	8	0	8	0	6	2	2
August 31	4	0	4	0	0	4	4
September 2	10	0	10	0	3	7	7
September 3	6	0	6	0	2	4	4
September 4	31	0	31	0	9	22	22
September 5	12	0	12	0	4	8	8
Total*	575	41	534	7	310	217	217

*Included above are two surveys conducted on July 13 and September 4 that were incomplete and excluded in the analysis of the data.

Appendix B – Questionnaires

Appendix B - Rossland Bike Shop Intercept

Mountain Biking:
ROSSLAND

Interviewer _____

Date _____

Good morning / afternoon / evening. My name is _____ and I'm conducting a survey on behalf of Tourism Rossland, Tourism British Columbia, and the Mountain Bike Tourism Association.

1. Would you have approximately 5 minutes to answer some questions about mountain biking in Rossland?

- YES NO → Thank you for your time!
 PREVIOUSLY PARTICIPATED → Thank you for your time!

2. **IF YES** Are you a resident of the Rossland and Trail area? (Area includes communities of Rossland, Warfield, Trail, Montrose & Fruitvale) (Consult map)

- YES NO

4. **IF NON-RESIDENT** Where do you live (usual place of residence)?

Province _____ OR State _____ OR Country (other international) _____

5. **IF NON-RESIDENT** How much time will be spent in the Rossland and Trail area? (Consult regional map)

- NONE - JUST PASSING THROUGH _____ HOURS OR _____ DAYS DK/NR

6. Have you or do you plan to mountain bike in Rossland TODAY?

- YES NO

7. **IF YES** Where have you or do you plan to start your ride from TODAY (Consult Entrance map, select all that apply)

- A. CENTENNIAL E. CAMPGROUND
 B. MALDE CREEK F. OTHER 1 _____
 C. MINING SCHOOL G. OTHER 2 _____
 D. RED MOUNTAIN

Now, I'd like to ask a few more questions about your mountain biking preferences and about you.

8. What kind of mountain biking do you normally participate in? (Select all that apply)

- A. CROSS COUNTRY/ALL MOUNTAIN D. BIKE SKILLS PARKS/ DIRT JUMPING
 B. DOWNHILL E. OTHER _____
 C. FREERIDING F. DK/NR

9. How experienced of a mountain biker are you? Are you a...

- BEGINNER - Just getting into mountain biking (Green)
 INTERMEDIATE - Been doing for a little while, still learning lots (Blue)
 ADVANCED - been doing for quite a while (Black)
 EXPERT - Ride the most advanced trails (Double Black)
 DK/NR

10. Gender of respondent (Don't ask, record)

- MALE FEMALE

11. Do you have any suggestions to improve your mountain biking experience in Rossland?

12. As a follow-up to this interview, we would like to contact you after your trip to inquire about the rest of your trip in British Columbia. Participation would involve completing a questionnaire that will be emailed to you.

In exchange, we are pleased to offer you a chance to win an Osprey bike backpack (values at \$150) (see flyer). All contact information will be kept confidential and only used for this study. Would you be willing to participate?

NO YES

IF YES Can I get your email address?

_____ @ _____

Thank you for participating!

Appendix B -Rossland Trails Intercept

Mountain Biking:
ROSSLAND

Interviewer _____

Date _____

- CENTENNIAL
- RED MOUNTAIN

- MALDE CREEK
- NANCY GREENE

- MINING SCHOOL
- OTHER _____

Good morning / afternoon / evening. My name is _____ and I'm conducting a survey on behalf of Tourism Rossland, Tourism British Columbia, and the Mountain Bike Tourism Association. In order for us to learn more about your experience at Rossland, can I please speak with someone in your travel party who is knowledgeable about your trip planning and expenditures?

1. Would you have approximately 8 minutes to answer some questions? If you participate, we would like to offer you a token of our appreciation for your time.

- YES NO Are you sure? You will receive a complimentary gift for completing the interview? Thank you.

2. Are you a resident of the Rossland and Trail area? (Area includes communities of Rossland, Warfield, Trail, Montrose & Fruitvale) (Consult map)

- YES - NO

3. Have you or anyone in your travelling (household) party previously participated in this survey either today or on a previous day you came to Rossland during this trip?

- YES You need only to complete one questionnaire for all your visits to Rossland on this trip. Thank you for your cooperation and have a safe trip.
- NO **IF RESIDENT** → GO TO BOX 1. **IF NON-RESIDENT** → GO TO Q4

4. Where do you live (usual place of residence)?

Province _____ OR State _____ OR Country (other international) _____

To start, we have a few questions about your current trip.

5. What is the primary purpose of your trip? Is it for :

- LEISURE Go to Q6
- VISITING FRIENDS & FAMILY Go to Q6
- WORK/BUSINESS ACTIVITY Go to Box2
- OTHER (SPECIFY _____) Go to Q6
- DKNR Go to Q6

BOX 1: Residents

Including yourself, how many people are in your riding party today? How many are children under 18 and how many are adults? (Riding party is defined as the # of people you planned on riding with before you started your ride today)

_____ Adult(s) + _____ Child(ren) (under 18) = _____ Total

• **ASK IF RIDING PARTY > 1** How many members of your riding party are from the Rossland and Trail area?

_____ Adult(s) + _____ Child(ren) (under 18) = _____ Total

• What time today will you/did you?

START MOUNTAIN BIKING? ____:____ FINISH MOUNTAIN BIKING? ____:____

• **ASK IF ≠ NANCY GREENE** Have you/will you ride the following trails TODAY? (Read categories)

- MILKY WAY WHISKEY RED TOP

• **ASK IF = RED MOUNTAIN** Did you start from Centennial on this ride TODAY? (Consult Entrance map)

- YES NO DKNR

BOX 1: Residents (con't)

- **ASK IF ≠ NANCY GREEN** Have you or do you plan to enter anywhere else to ride TODAY?
(Consult Entrance map, need to physically exit trail system and re-enter the same/different entrance)
 YES NO DK/NR

- **IF YES** How many times have you or do you plan to enter... (Enter in number of times under entrances)

1) CENTENNIAL	_____ TOTAL # TIMES	<input type="checkbox"/> DK/NR
2) MALDE CREEK	_____ TOTAL # TIMES	<input type="checkbox"/> DK/NR
3) MINING SCHOOL	_____ TOTAL # TIMES	<input type="checkbox"/> DK/NR
4) RED MOUNTAIN	_____ TOTAL # TIMES	<input type="checkbox"/> DK/NR
5) CAMPGROUND	_____ TOTAL # TIMES	<input type="checkbox"/> DK/NR
6) OTHER 1 _____	_____ TOTAL # TIMES	<input type="checkbox"/> DK/NR
7) OTHER 2 _____	_____ TOTAL # TIMES	<input type="checkbox"/> DK/NR

- On average, how many days a month do you go mountain biking in Rossland/Trail during July & August?
 _____ TOTAL # OF DAYS/MONTH DK/NR

- Are you a member of the Kootenay Columbia Trail Society?
 YES NO NOT AWARE OF SOCIETY

- In which of the following age categories are you?

<input type="checkbox"/> A. UNDER 24 YEARS	<input type="checkbox"/> E. 55-64 YEARS
<input type="checkbox"/> B. 25-34 YEARS	<input type="checkbox"/> F. 65 YEARS OR OLDER
<input type="checkbox"/> C. 35-44 YEARS	<input type="checkbox"/> G. DK/NR
<input type="checkbox"/> D. 45-54 YEARS	

- Gender of respondent (Don't ask, record)
 MALE FEMALE

GO TO RECRUIT (EMAIL ONLY)

BOX 2: Business Travellers

- Including yourself, how many people are in your travel party on this trip? How many are children under 18 and how many are adults? (Travel party includes individuals who have the same itinerary and/or the same expenditures and may be different than those that are in your riding party)
 _____ Adult(s) + _____ Child(ren) (under 18) = _____ Total

- **IF TRAVEL PARTY > 1** Are any members of your travel party only travelling for leisure purposes?
 YES NO

- Including the day you left your residence and the day you will return, how many days will you be away from your residence for this trip? _____ days (Consult calendar; including day left and day returning)

- **ASK IF OVERNIGHT TRAVELLERS**
 - How much time will be spent in the Rossland and Trail area? (Consult regional map)
 _____ HOURS OR _____ DAYS DK/NR

 - How many days do you plan on mountain biking while in the Rossland area? _____ DAYS

- Including yourself, how many people are in your riding party today? How many are children under 18 and how many are adults? (Riding party is defined as the number of people you planned on riding with before you started your ride today)
 _____ Adult(s) + _____ Child(ren) (under 18) = _____ Total

BOX 2: Business Travellers (con't)

- **ASK IF RIDING PARTY > 1** How many members of your riding party are from the Rossland and Trail area?
 _____ NONE DK/NR
- What time today will you/did you?
 START MOUNTAIN BIKING?____:____ FINISH MOUNTAIN BIKING?____:____
- **ASK IF ≠ NANCY GREEN** Have you/will you ride the following trails TODAY? (Read categories)
 MILKY WAY WHISKEY RED TOP
- **ASK IF = RED MOUNTAIN** Did you start from Centennial on this ride TODAY? (Consult Entrance map)
 YES NO DK/NR
- **ASK IF ≠ NANCY GREEN** Have you or do you plan to enter anywhere else to ride TODAY?
 (Consult Entrance map, need to physically exit trail system and re-enter the same/different entrance)
 YES NO DK/NR
- **IF YES** How many times have you or do you plan to enter... (Enter in number of times under entrances)

1) CENTENNIAL	_____ TOTAL # TIMES	<input type="checkbox"/> DK/NR
2) MALDE CREEK	_____ TOTAL # TIMES	<input type="checkbox"/> DK/NR
3) MINING SCHOOL	_____ TOTAL # TIMES	<input type="checkbox"/> DK/NR
4) RED MOUNTAIN	_____ TOTAL # TIMES	<input type="checkbox"/> DK/NR
5) CAMPGROUND	_____ TOTAL # TIMES	<input type="checkbox"/> DK/NR
6) OTHER 1_____	_____ TOTAL # TIMES	<input type="checkbox"/> DK/NR
7) OTHER 2_____	_____ TOTAL # TIMES	<input type="checkbox"/> DK/NR
- **ASK IF ≠ NANCY GREEN** Have you or do you plan to ride the Seven Summits trail ON THIS TRIP?
 YES NO DK/NR

That concludes our interview. Thank you for participating!

- 6. What is your primary destination (place that you will spend the most time)? Do not prompt, record responses.

<input type="checkbox"/> NONE, TOURING	<input type="checkbox"/> KETTLE FALLS, US	<input type="checkbox"/> OSOYOOS
<input type="checkbox"/> ROSSLAND	<input type="checkbox"/> GLADSTONE PROVINCIAL PARK	<input type="checkbox"/> OLIVER
<input type="checkbox"/> TRAIL	<input type="checkbox"/> GRAND FORKS	<input type="checkbox"/> NELSON
<input type="checkbox"/> CASTLEGAR	<input type="checkbox"/> KELOWNA	<input type="checkbox"/> OTHER_____
- 7. Including the day you left your residence and the day you will return, how many days will you be away from your home on this entire trip? _____ DAYS (Consult calendar; including day left and day returning)
- 8. How many of those days will be spent travelling in British Columbia? _____ DAYS
- 9. How much time will be spent in the Rossland and Trail area? (Consult regional map)
 NONE - JUST PASSING THROUGH _____ HOURS OR _____ DAYS DK/NR
- 10. What is your primary (most time spent) leisure activity while in the Rossland and Trail area?
 _____ MTN BIKING NONE DK/NR
- 11. What is your primary (most often used) mode of transportation on this trip?
 CAR/TRUCK/MC RV BUS BICYCLE OTHER_____ DK/NR

IF OVERNIGHT TRAVELLERS 12. On this trip, which of the following best describes your primary (most often used) type of accommodation?

- | | | |
|--------------------------------------|---|---|
| <input type="checkbox"/> HOTEL/MOTEL | <input type="checkbox"/> RESORT | <input type="checkbox"/> BED & BREAKFAST |
| <input type="checkbox"/> TIME SHARE | <input type="checkbox"/> CAMPGROUND/RV PARK | <input type="checkbox"/> HOSTEL |
| <input type="checkbox"/> SECOND HOME | <input type="checkbox"/> RENTED CONDO/HOUSE | <input type="checkbox"/> FRIENDS OR RELATIVES |
| <input type="checkbox"/> OTHER _____ | | |

I would now like to ask you some questions about your time and your mountain biking experience in Rossland.

13. Including yourself, how many people are in your travel party on this trip? How many are children under 18 and how many are adults? (Travel party includes individuals who have the same itinerary and/or the same expenditures and may be different than those that are in your riding party)

_____ Adult(s) + _____ Child(ren) (under 18) = _____ Total

14. Including yourself, how many people are in your riding party on this trip? How many are children under 18 and how many are adults? (Riding party is defined as the number of people you planned on riding with before you started your ride today)

_____ Adult(s) + _____ Child(ren) (under 18) = _____ Total

ASK IF RIDING PARTY > 1 15. How many members of your riding party are from the Rossland and Trail area?

_____ NONE DK/NR

16. Is there anyone in your travel party that will NOT BE going mountain biking on this trip?

NO YES ----HOW MANY ? _____ DK/NR

17. Including today, how many days will you spend mountain biking in Rossland on this trip?

_____ DAYS DK/NR

18. What time today will you/did you?

START MOUNTAIN BIKING ____:____ FINISH MOUNTAIN BIKING ____:____

19. **ASK IF ≠ NANCY GREEN** Have you/will you ride the following trails TODAY? (Read categories)

MILKY WAY WHISKEY RED TOP

20. **ASK IF = RED MOUNTAIN** Did you start from Centennial on this ride TODAY? (Consult Entrance map)

YES NO DK/NR

21. **ASK IF ≠ NANCY GREEN** Have you or do you plan to enter anywhere else to ride TODAY? (Consult Entrance map, need to physically exit trail system and re-enter the same/different entrance)

YES NO DK/NR

22. **IF YES** How many times have you or do you plan to enter... (Enter in number of times under entrances)

- | | | |
|------------------|---------------------|--------------------------------|
| 1) CENTENNIAL | _____ TOTAL # TIMES | <input type="checkbox"/> DK/NR |
| 2) MALDE CREEK | _____ TOTAL # TIMES | <input type="checkbox"/> DK/NR |
| 3) MINING SCHOOL | _____ TOTAL # TIMES | <input type="checkbox"/> DK/NR |
| 4) RED MOUNTAIN | _____ TOTAL # TIMES | <input type="checkbox"/> DK/NR |
| 5) CAMPGROUND | _____ TOTAL # TIMES | <input type="checkbox"/> DK/NR |
| 6) OTHER 1 _____ | _____ TOTAL # TIMES | <input type="checkbox"/> DK/NR |
| 7) OTHER 2 _____ | _____ TOTAL # TIMES | <input type="checkbox"/> DK/NR |

23. **ASK IF ≠ NANCY GREEN** Have you or do you plan to ride the Seven Summits trail ON THIS TRIP?

YES NO DK/NR

24. On a scale of 0 to 10, how important was mountain biking in your decision to visit Rossland?

0 indicates no influence at all and 10 indicates that mountain biking was the single main reason for visiting this region. _____

25. How did you first learn about Rossland as a place to mountain bike? Do not prompt, record responses. Select all that apply

- | | |
|---|--|
| <input type="checkbox"/> HIGHWAY SIGNAGE | <input type="checkbox"/> PERSONAL EXPERIENCE |
| <input type="checkbox"/> VISITOR CENTRE | <input type="checkbox"/> MBTA WEBSITE |
| <input type="checkbox"/> SOCIAL MEDIA | <input type="checkbox"/> MTN BIKE COMMUNITY (magazines, websites, videos etc.) |
| <input type="checkbox"/> FROM FAMILY/FRIENDS | <input type="checkbox"/> OTHER _____ |
| <input type="checkbox"/> TOURISM GUIDE | <input type="checkbox"/> OTHER _____ |
| <input type="checkbox"/> NEWSPAPER/MAGAZINE | <input type="checkbox"/> OTHER _____ |
| <input type="checkbox"/> TOURISM ROSSLAND WEBSITE | <input type="checkbox"/> DK/NR |

26. How likely are you to return to Rossland to mountain bike in the next 12 months?

- VERY LIKELY TO RETURN
- SOMEWHAT LIKELY TO RETURN
- NEITHER LIKELY NOR NOT LIKELY
- SOMEWHAT NOT LIKELY
- NOT AT ALL LIKELY TO RETURN
- DON'T KNOW/ NO RESPONSE

27. How likely are you to recommend to family/friends Rossland as a place to mountain bike in the next 12 months?

- VERY LIKELY TO RECOMMEND
- SOMEWHAT LIKELY TO RECOMMEND
- NEITHER LIKELY NOR NOT LIKELY
- SOMEWHAT NOT LIKELY
- NOT AT ALL LIKELY TO RECOMMEND
- DON'T KNOW/ NO RESPONSE

I would now like to ask you about your travel party's total trip expenditures for the entire duration of your planned stay in BC. This information is very important in order to determine mountain bike's economic contribution to the province. Just a reminder, *travel party includes individuals who have the same itinerary and/or same expenditure.* The information you provide will be confidential and only used for this study.

28. Please provide your **BEST ESTIMATE** for you and all other members of your travel party's total trip expenditures for the entire duration of your planned stay in British Columbia in the following categories. Please include all taxes and tips; travel packages you might have purchased.

SPENDING IN British Columbia

	Spent Any?	Amount in BC \$ CDN
TRANSPORTATION		
Transportation Operation - Including gasoline and repairs for vehicle	Y N	\$ _____ or DK
Transportation Rentals (car/truck, insurance etc)	Y N	\$ _____ or DK
Local Transportation - This includes local taxis, buses, subways, and parking	Y N	\$ _____ or DK
ACCOMMODATION		
Paid accommodation/lodging (hotel, motel, hostel, B&B, campgrounds etc)	Y N	\$ _____ or DK
FOOD & BEVERAGE		
Groceries/beverages (at grocery/liquor stores)	Y N	\$ _____ or DK
Food & beverages at restaurants, lounges, bars, clubs	Y N	\$ _____ or DK
SHOPPING		
Mountain bike repairs, rentals, equipment/related expenditures	Y N	\$ _____ or DK

Other shopping - including clothing	Y N	\$ _____ or DK
RECREATION		
Other recreation/ entertainment	Y N	\$ _____ or DK
OTHER		
All other spending	Y N	\$ _____ or DK

29. Did you purchase any plane, train, inter-city (ex. Greyhound, Charter Buses etc), ferry tickets for this trip (exclude any long-haul flights)?

- NO YES DK/NR

IF Q29 YES 30. What is the total CDN dollars spent on these types of transportation tickets for travel in British Columbia for all household members? _____

Now, I'd like to ask a few more questions about your mountain biking preferences and about you.

31. What kind of mountain biking do you normally participate in? (Select all that apply)

- A. CROSS COUNTRY/ALL MOUNTAIN D. BIKE SKILLS PARKS/ DIRT JUMPING
 B. DOWNHILL E. OTHER _____
 C. FREERIDING F. DK/NR

32. How experienced of a mountain biker are you? Are you a...

- BEGINNER –Just getting into mountain biking (Green)
 INTERMEDIATE – Been doing for a little while, still learning lots (Blue)
 ADVANCED – been doing for quite a while (Black)
 EXPERT – Ride the most advanced trails (Double Black)
 DK/NR

33. The mountain bike you are riding today is a...

- A. RENTAL BIKE C. BORROWED FRIEND/FAMILY BIKE
 B. PERSONAL BIKE D. OTHER _____

34. How many overnight trips did you take to purposefully go mountain biking in the past 12 months?

- _____ DK/NR

35. Are you a member of a mountain biking or trail society club?

- YES NO

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

- A. UNDER 24 YEARS E. 55-64 YEARS
 B. 25-34 YEARS F. 65 YEARS OR OLDER
 C. 35-44 YEARS G. DK/NR
 D. 45-54 YEARS

37. What is the highest level of education that you have completed?

- A. LESS THAN HIGH SCHOOL E. UNIVERSITY DEGREE
 B. HIGH SCHOOL F. MASTERS/PHD DEGREE
 C. SOME TECHNICAL COLLEGE OR UNIVERSITY G. OTHER _____
 D. COLLEGE OR TECHNICAL DIPLOMA H. DK/NR

38. Gender of respondent (Don't ask, record)

- MALE FEMALE

39. Do you have any other comments about Rossland that you would like to share with us?

40. As a follow-up to this interview, we would like to contact you after your trip to inquire about the rest of your trip in British Columbia. Participation would involve completing a questionnaire that will be either emailed or mailed to you.

In exchange, we are pleased to offer you a chance to win an Ospery bike backpack (values at \$150) (see flyer). All contact information will be kept confidential and only used for this study. Would you be willing to participate?

NO YES

IF Q40 YES 41. Which method would you prefer to receive the questionnaire?

MAIL EMAIL

IF MAIL Can I get your name and mailing address?

Name:
Mailing Address:
City:
Province/State:
Country:
Postal/Zip Code:

IF EMAIL Can I get your email address?

_____ @ _____
Thank you for participating!

Appendix B - Follow-up Survey (Online)

Mountain biking in Rossland

What was your experience?

Your opinions are important...

Thank you for participating in this survey.

Tourism British Columbia part of the Ministry of Jobs, Tourism and Innovation, Western Mountain Bike Tourism Association, and Tourism Rossland are working together to better understand your mountain bike experiences in *Rossland* as well as your activities and impressions of your trip to British Columbia. This survey will take approximately **10-15 minutes** of your time.

We value your opinion and the information that you provide will be used to enhance visitors' experiences in *Rossland* and in the province.

If you have travelled within British Columbia more than once this year, **please tell us about the trip during which you were asked to participate in this survey.**



Your responses and personal information will be kept confidential and used only for the purposes of this study.

By completing and submitting this survey, you will be entered in a draw to win a **\$150 Osprey Momentum 26 Commuter backpack**. The draw will be held in December 2011.

If you need to exit the survey and complete it at another time, **you may close your browser** and access the survey again through the link provided in the invitation email. Please note that all responses will be saved instantly so you will be able to continue from where you have left off when you return.

Please use the **Next** and **Previous** buttons at the **bottom of your screen** to navigate back and forth.

If you have any questions, or experience difficulty completing this survey, please contact Nancy Radman, Research Analyst at the Ministry of Jobs, Tourism and Innovation by email Nancy.radman@gov.bc.ca or call (604) 775-0931.

About your entire trip...

You agreed to participate in this research study while **mountain biking or at a bike shop in Rossland** this summer. Your visit to Rossland may have been a part of a larger trip within British Columbia or just a day trip from your home. This section asks questions about characteristics of all of your time away from home.

1. Including the day you left your residence and the day you returned, how many DAYS did you spend away from your residence on this trip?

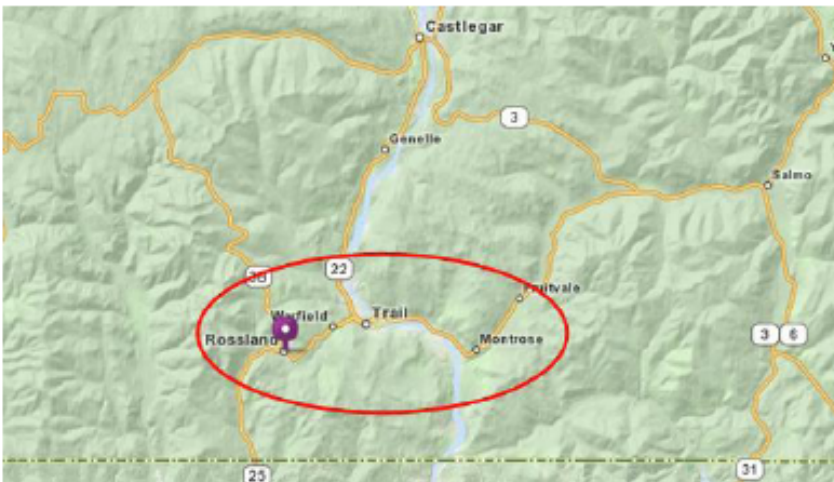
day(s) away from residence

2. How many of those DAYS were spent in British Columbia? If you are from British Columbia and you spent your whole vacation within the province, this should be the same as your reply to Question 1.

day(s) in British Columbia

3. How many of those DAYS were spent in the **Rossland and Trail Area**? (Please see map below, the circle indicates the Rossland and Trail area).

day(s) in Rossland and Trail area



4. What was your **primary destination** on this trip? Your **primary destination** is the place you stayed the longest or the place that immediately comes to mind as your destination when describing your trip. *Select one answer only; if you had more than one destination, please select touring.*

- Our primary destination was
- We had no specific destination – we were touring around

5. Using the table below:

A. What activities did you and/or your travel party participate in while on this trip? Travel party includes individuals who have the same itinerary and/or same expenditures. *Select all that apply.*

B. What activities did you and/or your travel party participate in while in the **Rossland and Trail area**? *Select all that apply.*

Your activities	A Participated in during this trip <i>Select all that apply</i>	B Participated in Rossland and Trail area during this trip <i>Select all that apply</i>
Shopping for local arts and crafts	<input type="radio"/>	<input type="radio"/>
Participating in fine dining	<input type="radio"/>	<input type="radio"/>
Attending a festival, fair or exhibition	<input type="radio"/>	<input type="radio"/>
Attending or participating in a sporting event (other than golf)	<input type="radio"/>	<input type="radio"/>
Participating in:		
Cycling (other than mountain biking)	<input type="radio"/>	<input type="radio"/>
Horseback riding	<input type="radio"/>	<input type="radio"/>
Wildlife viewing	<input type="radio"/>	<input type="radio"/>
Hiking	<input type="radio"/>	<input type="radio"/>
Rock climbing	<input type="radio"/>	<input type="radio"/>
Golfing	<input type="radio"/>	<input type="radio"/>
River/white water rafting	<input type="radio"/>	<input type="radio"/>
Kayaking	<input type="radio"/>	<input type="radio"/>
Canoeing	<input type="radio"/>	<input type="radio"/>
Boating (other than kayaking/canoeing)	<input type="radio"/>	<input type="radio"/>
Fishing	<input type="radio"/>	<input type="radio"/>
Visiting a:		
Municipal, provincial or national park, or natural area outside a park	<input type="radio"/>	<input type="radio"/>
First Nations attraction or event	<input type="radio"/>	<input type="radio"/>
Art gallery or studio	<input type="radio"/>	<input type="radio"/>

Farm/Ranch, farmers' market, orchard or food processor	<input type="radio"/>	<input type="radio"/>
Family attraction (mini golf, zoo, etc.)	<input type="radio"/>	<input type="radio"/>
Casino	<input type="radio"/>	<input type="radio"/>
Spa	<input type="radio"/>	<input type="radio"/>
Winery	<input type="radio"/>	<input type="radio"/>
Other (specify) _____	<input type="radio"/>	<input type="radio"/>
Other (specify) _____	<input type="radio"/>	<input type="radio"/>

6. Did you mountain bike anywhere else on your trip? *Please specify all locations.*

- Yes, please specify all locations
- No

IF INTERCEPTED AT TRAIL HEAD 7. What were your travel party's **total expenditures** during the trip? Travel party includes individuals who have the same itinerary and/or same expenditures.

*Please include all purchases, taxes, and tips **except long-haul flights**. If you pre-paid any items prior to leaving on your trip (e.g. accommodation, tours, etc.), please include these in your estimate.*

Total Canadian dollars \$

IF INTERCEPTED AT REVOLUTION CYCLE 7. Please provide your best estimate for you and all other members of your **travel party's** total trip expenditures for the entire duration of your planned stay in British Columbia in the following categories. Travel party includes individuals who have the same itinerary and/or same expenditures. Please include all taxes and tips and travel packages you might have purchased.

Categories	\$ Total Spent
Transportation (short-haul flights within British Columbia, vehicle rental, gas, repairs, ferry, taxi, bus, etc.)	<input type="text"/>
Accommodation (hotels, motels, lodge, camping/RV fees, etc.)	<input type="text"/>
Food and beverage (include any taxes and tips paid)	<input type="text"/>
Mountain bike repairs, rentals, equipment/related expenditures	<input type="text"/>
Other Shopping (clothes, gifts, film, books, etc.)	<input type="text"/>
Attractions (admission, shows, tours, etc.)	<input type="text"/>

Outdoor Recreation (golfing, park pass, nature guide, etc.)	<input type="text"/>
Other entertainment	<input type="text"/>
Other	<input type="text"/>

How did you plan your trip?

This section asks some questions about how you planned your trip.

8. How far in advance did you start planning for this trip? *Select one response only.*

- | | |
|--|----------------------------------|
| <input type="radio"/> Day of departure | <input type="radio"/> 9-12 weeks |
| <input type="radio"/> 1-6 days | <input type="radio"/> 13 weeks+ |
| <input type="radio"/> 1-2 weeks | <input type="radio"/> Don't know |
| <input type="radio"/> 3-8 weeks | |

9. Apart from any cost or budgetary considerations, what did you consider first when planning your trip? *Please select the most appropriate response.*

- Thought about the destination and then thought about mountain biking and other activities
- Started by considering a mountain bike trip and then started thinking about a destination
- Looked for package deals without considering any destinations, activities or travel experiences
- Someone else planned the trip
- Considered something else first (please specify)
- Don't know/not sure

10. We would like to know the information sources you used to plan your trip before and during your trip. This includes information about where to stay, what route to take, where to eat and/or what to see and do.

A. What information sources did you use **before** your trip? *Select all that apply.*

B. What are the **three most useful** information sources you used **before** your trip? *Select the top three only.*

C. What information sources did you use **during** your trip? *Select all that apply.*

Information sources	Before trip		During trip
	A Used before trip <i>Select all that apply</i>	B Most useful information <i>Select top three</i>	C Used during trip <i>Select all that apply</i>
Past experience/ been there before	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Advice from friends/relatives	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
1-800-HelloBC	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Internet Sites:	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
www.HelloBC.com	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
www.TourismRossland.com	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Other local or regional tourism website	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
www.mountainbikingbc.ca/	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Other mountain biking related websites	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
GPS coordinates sites (i.e. www.everytrail.com)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Travellers' commentary sites (e.g. Trip Advisor, Blogs, YouTube, videos, etc.)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Other Internet sites	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Travel agents, airlines, auto associations	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Tour operators, tourism-specific businesses	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Visitor guides and brochures	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Travel guide books	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Advertising on TV / newspapers / magazines	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Mountain bike related media (e.g. articles in Bike Magazine, paid videos)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Other media coverage (e.g. travel articles in newspapers, programs on TV)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Visitor Centres	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Travel / consumer shows	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Other (specify) <input type="text"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

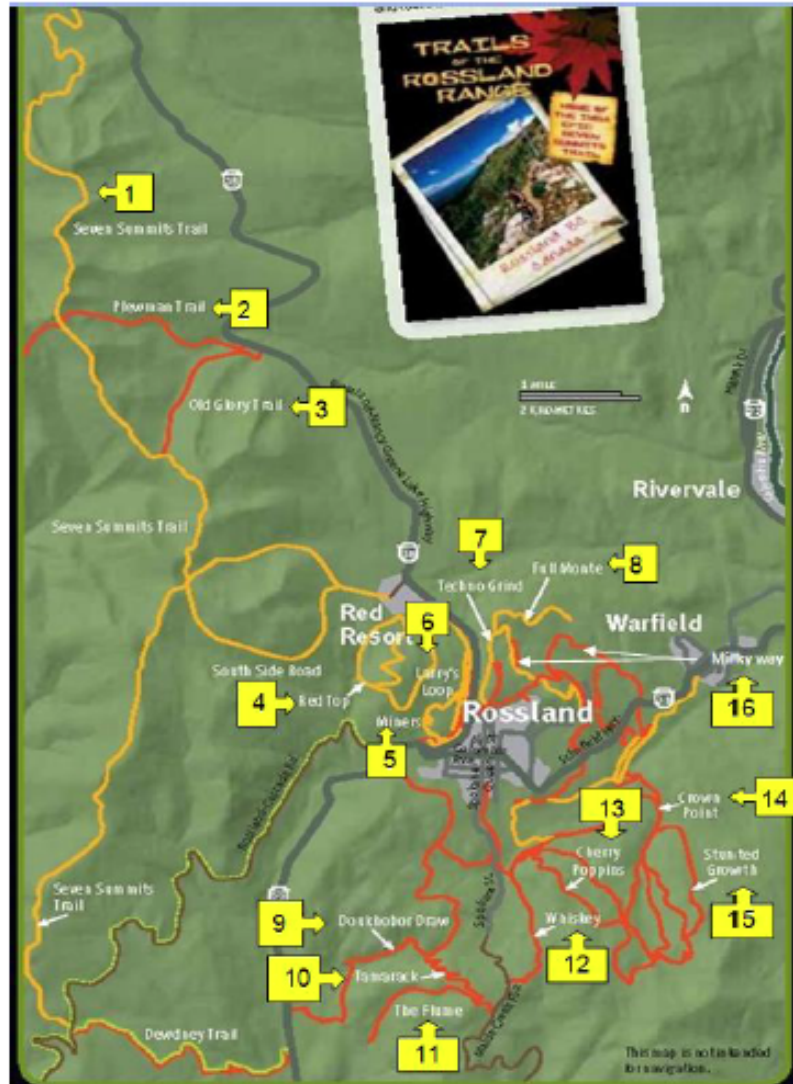
About your time in Rossland...

This section asks some questions about your trip and your mountain biking experience in Rossland.

11. How many days did your travel party spend mountain biking in Rossland?

Day(s) mountain biking in Rossland

12. Which of the following trails did you ride on your trip in Rossland? *Select all trails ridden by using the image above and clicking on the number boxes or click the checkboxes below.*



- | | | |
|---|--|---|
| <input type="checkbox"/> 1. Seven Summits | <input type="checkbox"/> 7. Techno Grind | <input type="checkbox"/> 13. Cherry Poppins |
| <input type="checkbox"/> 2. Plewman Trail | <input type="checkbox"/> 8. Full Monte | <input type="checkbox"/> 14. Crown Point |
| <input type="checkbox"/> 3. Old Glory Trail | <input type="checkbox"/> 9. Doukhobor Draw | <input type="checkbox"/> 15. Stunted Growth |
| <input type="checkbox"/> 4. Redtop | <input type="checkbox"/> 10. Tamarack | <input type="checkbox"/> 16. Milky Way |
| <input type="checkbox"/> 5. Miners | <input type="checkbox"/> 11. Flume | |
| <input type="checkbox"/> 6. Larry's | <input type="checkbox"/> 12. Whiskey | |

13. We would like to know how you think *Rossland* is different from other mountain biking destinations. What do you consider to be unique about *Rossland* as a mountain bike vacation destination? Please list up to three unique characteristics.

1.

2.

3.

14. From the table below, please consider:

A. How **important** were each of the following aspects to you are when choosing Rossland as a place to visit?

B. How **satisfied** were you with each of these aspects in Rossland?

	A. Importance to me:						B. My satisfaction with:					
	Very important	Somewhat important	Neither	Somewhat not important	Not at all important	Not applicable/Don't know	Very satisfied	Somewhat satisfied	Neither	Somewhat dissatisfied	Very dissatisfied	Not applicable/Don't know
Mountain bike trails/riding aspects:												
A variety of terrain/trails	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Difficulty of terrain/trails	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Fitness challenge	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Overall number of trails	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Skill challenge (i.e. technical riding)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Trail condition	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Trail maps	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Trail signage	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Community Offerings:												
Activities that appeal to children	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Availability of other outdoor activities	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Bike amenities in town (i.e. bike shops)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Bike friendly accommodation	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Fun night life and entertainment	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Reputation as a mountain biking destination	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Transportation services	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Other:												
Ability to connect with nature	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Ability to ride with friends and/or family	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Ease of getting to destination	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Exploring new areas	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Overall cost of trip	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Overall value for price paid	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Overnight trips/touring options	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Peace/quiet/solitude	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Views/scenery/nature	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Weather	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Other (please specify): <input type="text"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

15. What additional mountain biking features and/or services would you like to see if you visited Rossland again? *Please list up to three.*

1.
2.
3.

16. a) Between July 1 – September 5, 2011 how many times did you visit Rossland? *Please include both day and overnight trips. If you only visited Rossland once, please type '1'.*

Visit(s) to Rossland between July 1 - September 5

16. b) Of those <VISITS Q15 RESPONSE> visits between July 1- September 5 to Rossland, how many visits did you go mountain biking? *If you went mountain biking on each visit please type in the same number of visits.*

Mountain bike visit(s)

17. What positive and/or negative images/characteristics come to mind when you think of *Rossland*?

- | Positive | Negative |
|-------------------------|-------------------------|
| 1. <input type="text"/> | 1. <input type="text"/> |
| 2. <input type="text"/> | 2. <input type="text"/> |
| 3. <input type="text"/> | 3. <input type="text"/> |

18. Overall, how satisfied or dissatisfied were you with your mountain bike experience in Rossland?

Select one response only.

- Very dissatisfied
 - Somewhat dissatisfied
 - Neither satisfied or dissatisfied
 - Somewhat satisfied
 - Very satisfied
 - Don't know
-

IF Q18 = VERY DISSATISFIED OR SOMEWHAT DISSATISFIED 19. You have indicated that you were dissatisfied with your mountain bike experience in Rossland, please tell us why.

20. Is there anything else you would like to tell us about your experience in Rossland?

British Columbia as a mountain bike destination...

This section asks some questions about other mountain bike vacation destinations and your overall trip to British Columbia.

21. a) Thinking about future mountain bike destinations, which of the following destinations **inside British Columbia** would you most likely consider for a future mountain bike vacation? *Please select the most likely location.*

- Nelson
- Whistler
- Squamish
- North Shore (North Vancouver)
- Cumberland/Comox/Mount Washington
- Kamloops/Sun Peaks
- Williams Lake
- Golden/Kicking Horse

- Fernie
- Invermere/Panorama
- Somewhere else in British Columbia
- None of the above

b) Which of the following destinations **outside of British Columbia** would you most likely consider for a future mountain bike vacation? *Please select the most likely location or select none of the above.*

- Canmore, Alberta, Canada
- Somewhere else in Alberta, Canada
- Ontario, Canada
- Quebec, Canada
- Somewhere else in Canada
- Moab, Utah, United States
- Fruita, Colorado, United States
- Downieville, California, United States
- Lake Tahoe/North Star, California, United States
- Somewhere else in the United States
- Scotland
- France
- Switzerland
- Somewhere else in Europe
- None of the above

IF Q21 = <DESTINATION OUTSIDE BC = RESPONSE>

22. Comparing <destination outside BC > to Rossland, please indicate if you feel <destination outside BC> would be **better** or if Rossland would be **better**, or if they would be **equal**, or if **neither would be better** for each of the following aspects:

	Rossland better	<Destination outside BC> better	Both equal	Neither better
A variety of terrain/trails	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Availability of other outdoor activities	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Bike friendly amenities (i.e. bike shops, bike lockers in hotels)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Difficulty of terrain/trails	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Ease of getting to destination	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Overall cost of trip	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Overall number of trails	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Reputation as a mountain biking destination	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Weather

23. Overall, how satisfied or dissatisfied were you with your total trip in British Columbia? *Select one response only.*

- Very dissatisfied
- Somewhat dissatisfied
- Neither satisfied or dissatisfied
- Somewhat satisfied
- Very satisfied

24. In the next two years, how likely is it that you will take another trip in British Columbia? *Select one response only.*

- Not likely at all
- Not likely
- Somewhat likely
- Likely
- Very likely

IF Q24= SOMEWHAT LIKELY, LIKELY, VERY LIKELY

25. In the next two years, how likely is that you will mountain bike while on another trip in British Columbia? *Select one response only.*

- Not likely at all
- Not likely
- Somewhat likely
- Likely
- Very likely

IF Q25= SOMEWHAT LIKELY, LIKELY, VERY LIKELY

26. In the next two years, how likely is that you will take another trip in British Columbia with the **main motivation of the trip being mountain biking**? *Select one response only.*

- Not likely at all
- Not likely
- Somewhat likely
- Likely
- Very likely

And finally a little about you...

27. How many bikes do you own?

Total number of bikes owned

28. What type(s) of bikes do you currently own? *Please select all that apply.*

- Rigid Mountain
- Hardtail Mountain
- Full suspension mountain
- Road
- BMX
- Cross
- Hybrid
- Single speed
- Other (specify):

29. Which of the following categories best describes the total amount of income (before taxes and Canadian dollars) received by all the members of your household? *Please select one response only.*

- Less than \$25,000
- \$25,000 to \$49,999
- \$50,000 to \$64,999
- \$65,000 to \$99,999
- \$100,000 to \$149,999
- \$150,000 or more
- I prefer not to answer this question
- Don't know

SKIP IF TOTAL TRAVEL PARTY = 1

30. When we had encountered you in Rossland, you had indicated that, including yourself there was <total number in travel party> in your travel party. What was the relationship of your travel party members to you? *Please select all appropriate relationships of the members of your travel party.*

- Wife
- Husband
- Partner
- Son(s)
- Daughter (s)
- Parent
- Friend(s)
- Coworker

Other (please specify):

Other (please specify):

31. Are you willing to participate in future research about your travel patterns and preferences in British Columbia? Participation may involve answering web-based surveys questionnaires similar to this one or paper-based. Your address information will be kept completely confidential and used only for research purposes.

Yes

No

Complete mailing address:

Thank you for participating!
Good luck winning the
Osprey Memento 26 Commuter backpack!

Appendix C - Response Bias Testing

Response Bias Testing

Methods

The study design produced two sets of data that are available for analysis: the interview response and the follow-up questionnaire. The respondents and the responses could vary between the interview and follow-up questionnaire. The respondents could differ because travellers could drop out of the study by not agreeing to complete the follow-up questionnaire or by not completing the follow-up questionnaire if they had agreed to complete it. Both instances could cause the follow-up questionnaire results to be unrepresentative of travellers interviewed (non-response bias).

A series of tests were conducted to assess the follow-up questionnaire's representativeness or, in other words, if the follow-up questionnaire results portray the actual population of travellers interviewed.

Representativeness was assessed by:

1. Comparing demographics, trip and traveller characteristics between those who agreed and did not agree to complete the follow-up questionnaire (Table A3).
2. Comparing demographics, trip and traveller characteristics between those who responded and those who did not respond to the follow-up questionnaire (Table A3).

Responses to similar questions in the interview and follow-up questionnaires could vary, due to real differences in traveller behaviour (for example, a traveller may have anticipated a trip of a specific duration when interviewed but, if the length of their trip differed, this will be reflected in the responses on the follow-up questionnaire). Therefore, a series of questions was asked in the same way on both the intercept and follow-up questionnaire. Differences between responses to the two questionnaires were assessed by comparing responses to key questions that were asked in both the interview and on the follow-up questionnaire (Tables A3, A4). The number of respondents who did not agree to complete the follow-up survey was small (n=21); this impacts upon the assessment of practical differences but decreases the overall likelihood of non-response bias.

Results

Differences in Respondents who Agreed or Did Not Agree to Follow-up Survey

- There were a number of differences between respondents who agreed to participate in the follow-up survey with those who did not agree to participate. However, these should be viewed with caution, as they were likely to have been influenced by the small sample size (n=21) for those who did not agree to the follow-up survey.
- Respondents who agreed to participate in the follow-up questionnaire were less likely to be from British Columbia, more likely to be female, more likely to be between 25-34 years of age, less likely to be travelling with children, travelled in smaller parties, and spent more days away from home, in British Columbia, in Rossland/Trail area and spent more days mountain biking, compared with those who did not agree to the follow-up questionnaire.

Differences in Respondents who Returned or Did Not Return the Follow-up Questionnaire

- On average, respondents who completed the follow-up questionnaire travelled in smaller parties, spent fewer days away from home and in British Columbia, but spent more time in Rossland/Trail area and mountain biking than did those who completed the initial interview only.
- Respondents who completed the follow-up questionnaire were, on average, less likely to be from Alberta, less likely to be male, less likely to be between 45-54 years of age and less likely to be travelling with children than were those who completed the initial interview only.

Differences in Interview/Follow-up Responses

- Overall, responses to the follow-up questionnaire were relatively consistent with those given during the interview.

Conclusions

- Keeping in mind the limitations of the small sample size for the tests between those who agreed and did not agree to the follow-up survey, most of the variables tested did not indicate practical difference between the interview and follow-up questionnaire and interview results.
- Follow-up survey responses are generally representative of the population that was interviewed.

Table A3. A summary of the comparisons between those who agreed to the follow-up questionnaire and those who did not, those who did and did not respond to the follow-up questionnaire, and between the interview and follow-up responses.

Concept/Questions	✓ Indicates a Practical Difference N Indicates no Practical Difference		
	Agreed to Follow-up ¹	Follow-up Responses (Non-Response Bias)	Interview/Follow-up Responses
Origin	N	N	n/a
Gender	✓	N	n/a
Age	✓	✓	n/a
Party Size	✓	N	n/a
Parties With Children	✓	N	n/a
Education	N	N	n/a
Days Away from Home	✓	N	N
Days in British Columbia	✓	✓	N
Days in Region	✓	N	N
Days Mountain Biking	✓	✓	N

1. Interpret with caution, as sample size for those who did not agree to the follow-up is small (n=21).

Table A4. A summary of differences in data between the interview and follow-up questionnaire.

Concept/Questions	Trip Characteristics Results		Practical Difference?
	Interview	Follow-up	
Mean Days Away From Home	12.95	12.83	N
Mean Days In British Columbia	10.72	9.79	N
Mean Days In Region	4.07	4.76	N
Days Mountain Biking	3.08	3.43	N
Primary Destination – Not Touring	83.0%	84.8%	N

Appendix D – Additional Mountain Biking Features/Services to See if Revisiting (Open-Ended)

What additional mountain biking features and/or services would you like to see if you visited Rossland again?

- A kid's bike park or pump track.
- A little more for signs - we did get misdirected at one point.
- A more durable trail map that could last the week.
- A natural swimming hole would be great.
- A shuttle between the Seven Summits trail ends maybe.
- A vegetarian cafe!!!
- Access at Red (bike park).
- Additional camping options.
- An open restaurant/pub.
- Another long alpine trail option.
- Better bus or shuttles to/between riding locations.
- Better maps.
- Better maps. The current one is good, but when you're new to the area we had some difficulty. With the maps a good description on what you're getting into.
- Better marked location (starts and parking).
- Better outs on the Seven Summit for shorter rides.
- Better paper quality on the map. It easily rips up.
- Better signage.
- Better signage on trails - some more/better maps at trail heads.
- Better signs on the trails.
- Better trail surface on 7 summits. Mostly primitive and rocky trail surface made flowy riding intermittent at best. The trail is beautiful but I felt somewhat misrepresented. My opinion is as a cat. 2 racer.
- Better transportation to get to/from trails.
- Bike cleaning area.
- Bike park (pump park, practice structures, etc.).
- Bike socks, technical shirts, etc with Rossland or 7 summits on them. Good Quality!
- Bike Wash Center.
- Bike Wash Station.
- Build a bike path along the highway towards Larch/Seven Summits trailheads.
- Chair access at the ski hill.
- Cheap showers somewhere would be nice.
- Common directions the trails are ridden (Arrows on map).
- Continue building up the Larch trail network.
- Continue to build more trails.
- Continuing to develop and build flowy, new school trails.
- Development of another epic trail.
- Dog friendly accommodations.
- Easier, leveler trails for seniors.
- Easier trails (less difficult).
- Easier transport to Rossland from international hub airports.
- Fine the way it is.
- Free internet.
- GPS tracks so you don't have to use maps - may be available already?
- Great mtn bike destination.

- Highway signage.
- I like it all just the way it is.
- I'll return regardless.
- I'm happy with the biking there.
- I'm happy with what Rossland has to offer, especially for the size of community.
- Increased camping options.
- Information of where to camp other than at RV campgrounds.
- Information on the Kettle trail and nearby trails.
- It is outstanding! Not sure what else it needs!
- Just needed more time to explore.
- Keep up good signposting.
- Keep upgrading Seven Summits - middle section still a rock fest.
- Laundry facilities.
- Lift access at Red.
- Lift access riding or allow shuttles on Red Mtn.
- Longer intermediate trails without point to point car drop offs.
- Maybe a bit more signage on the Doukabor Draw loop.
- Message board for riders to find other riders to ride with.
- More and larger trail signs.
- More bike shops.
- More bike/snow shops.
- More breakfast options/café.
- More bypasses around challenging features for older dads riding with younger sons!
- More campgrounds.
- More camping.
- More campsites.
- More chocolate fondues (n=3).
- More dining options.
- More easy trails - I am an old man.
- More galleries.
- More high alpine long trails.
- More large loop rides with good surfaces.
- More organized all mountain bike events.
- More printouts from Visitor Center of more trails.
- More restaurants or current ones open later.
- More trail in black jack area.
- More trails. (n=3)
- More trails like Flume and Whiskey! Seven Summits is not WHY we came, the other trails are. I could take or leave Seven Summits.
- Mountain bike terrain park at Red Mtn.
- New downhill trails.
- No suggestions.
- None. (n=2)
- Not a huge nightlife but it's a small town and that's not why we go there.
- Open up the trails on the east side of Red Mtn - remove those darn fences.

- Organized group rides.
- Perhaps a 'trail mapps' (yes the spelling is correct) app - links trails map with phone GPS; some company has this for Squamish, Whistler, Pemberton avail on itunes.
- Pump track.
- Races.
- Seven Summits souvenirs. I went to every store and asked for a bumper sticker or mug with 7 summits on it. NOTHING!
- Shuttle from Trail/Warfield to (top of) Rossland.
- Shuttle pickups.
- Shuttles.
- Shuttles to more trails.
- Shuttles to trail heads.
- Skiing.
- Skills park.
- Some kind of large mountain bike event.
- Something else to do in town. It is very sleepy in summer. This is a pro AND con.
- Terrain park.
- The map could be better (it was unclear in places and it was really wet when we were there and so it disintegrated pretty quickly!).
- They have everything.
- Tours.
- Trail connecting Oasis / Monte Cola back to town (instead of XC trails & road).
- Trail map that can be downloaded onto iPhone.
- Trailhead signage.

Appendix E – Uniqueness of Rossland as a Mountain Bike Vacation Destination (Open-Ended)

We would like to know how you think Rossland is different from other mountain biking destinations. What do you consider to be unique about Rossland as a mountain bike vacation destination?

- Access to trails from camping RV park.
- Access to trails right from town.
- Access to trails very easy.
- Accessibility directly from town on the bike.
- Accessible. (n=2)
- Accommodations are excellent and good price.
- Accommodation.
- Affordable.
- All the trails are RIGHT THERE!
- Angled parking.
- Appear to have a very devoted mtn bike association.
- Bears seem friendly!
- Beautiful.
- Beautiful location.
- Beautiful scenery.
- Beautiful setting.
- Best trail maintenance.
- Best trails.
- Both highly technical trails combined and fitness challenging trails.
- Brilliant location.
- Can stay and mountain bike without ever getting in a vehicle.
- Canadian beer!
- Cheap Accommodations.
- Cheap camping at the Lions.
- Close to home.
- Close to trails.
- Close to US border.
- Coming back for Seven Summits! (Good Coffee).
- Community driven trails society - local focus.
- Cool historic cemetery in the middle of trail.
- Convenience of trail network (ride from condo).
- Development of Terrain.
- Diversity of trails.
- Easy access.
- Easy access to trails.
- Easy of access.
- Empty.
- Epic.
- Epic Scenery. EPIC!!! 7 Summits is the best Trail in Canada!
- Epic trail - 7 Summits.
- Everyone rides bikes or skis.
- Excellent maintained and signed trails.
- Excellent signage.
- Excellent terrain.
- Extensive number of trails for all abilities - huge area.

- Extensive trail networks.
- Extreme beauty.
- Fairly priced trail shuttle service.
- Family lives here.
- Family lives there!
- Few dining options.
- First trip to mountain biking dest.
- Friendly. (n=2)
- Friendly community with loads of character.
- Friendly locals.
- Friendly people. (n=3)
- Fun
- Good access to the alpine.
- Good diversity of trails.
- Good mix of Xcountry and downhill riding.
- Good plush single track.
- Good variety of technical difficulties.
- Good weather.
- Great accommodations.
- Great campground, close to trails.
- Great community vibe.
- Great fishing nearby.
- Great food.
- Great friendly and laid back town.
- Great friendly locals - always stop for a chat!
- Great help in town at the bike shop.
- Great maps.
- Great mountain bike culture.
- Great network of trails.
- Great place.
- Great shop revolution.
- Great town.
- Great trail maintenance.
- Great trail map.
- Great trails. (n=4)
- Great variety.
- Has a long alpine point to point trail in the 7 Summits.
- High alpine biking.
- High density of well built mountain bike trails.
- High quality trail maintenance.
- IMBA Epic Trail.
- It was extremely useful that the local bus service allows you to put the bikes on the front of the bus at no additional cost- this is a great service!
- It was much quieter than we expected (we only saw 1 other person on the trail)...
- It's the only place I've ever gone!

- Just another good place to ride there's too many to mention.
- Laid back town. (n=2)
- Lengthy trails.
- Like minded people.
- Lion's Campground is nice.
- Location.
- Location (near lake, near Nelson).
- Long epic rides if you can handle them.
- Long shuttles easily accessed by any type of vehicle.
- Long trails and trail combinations available.
- Lots of available trails.
- Lots of mapped trails that link well.
- Lots of trails.
- Lots of variety. (n=2)
- Love the town setting.
- Low cost of Lions Campground, and its proximity to trails and town.
- Low key.
- Low number of users on trails.
- Main Street.
- Moderate to extremely difficult trails.
- More alpine terrain.
- More cross country than downhill (compared to Nelson).
- More X Country than downhill.
- Mountain bike culture.
- My first mountain biking trip so I have no comparisons.
- Nice curb appeal to the town and streets.
- Nice downtown shops.
- Nice Golf course.
- Nice Location and Good Support from Community.
- Nice people.
- Nicely marked trail network.
- No chairlift mountain biking - 100% natural experience.
- Not as busy as other destinations.
- Not crowded.
- Not too busy.
- Not too touristy.
- Number of trails. (n=2)
- Organic.
- Organized.
- Peaceful.
- People. (n=3)
- Picturesque small town.
- Quality of trails.
- Quality trails.
- Quantity of Intermediate cross country trails.

- Quick access to alpine.
- Quiet. (n=2)
- Quieter and more family friendly ...
- Relaxing.
- Rich History.
- Rossland has just sleepy enough of a downtown area.
- Rubberhead Festival.
- Scenery. (n=3)
- Setting.
- Seven Summits. (n=3)
- Seven Summits (reason for visiting).
- Seven Summits is a classic and a good length (37km).
- Seven Summits track with alpine sections.
- Seven Summits trail. (n=3)
- Small and unique town.
- Small town.
- Small town charm.
- Small town friendliness.
- Small town vibe.
- Smooth, fun single track.
- Something for everyone.
- Spring Water.
- Super fun.
- Supported by Local Business.
- Technical, signage information, easy to follow.
- Terrain/dirt.
- The ambiance in the village.
- The Columbia River is just a few miles away.
- The Rock Cut.
- The Seven Summits, ridden from town, is a gem of an epic.
- The town its self has lots to offer.
- The trail quality.
- Town is embedded into the mountains.
- Town is isolated and small.
- Trail access from town/campground.
- Trail diversity from beginner to expert.
- Trail length - 7 summits.
- Trail Maintenance is awesome.
- Trail quality is excellent.
- Trail quality stands out.
- Trails are easily accessible, don't need to drive once there.
- Trails are very well maintained.
- True cross country trails at their finest.
- Unbelievable trails.
- Unique town setting.

- Unique trails.
- Unpretentious.
- Varied terrain.
- Varied terrain, have a good out and back ride.
- Variety. (n=2)
- Variety of cross country trails.
- Variety of level.
- Variety of trail choices.
- Variety of trails.
- Variety of trails for all levels.
- Various levels of difficulty.
- Very helpful.
- Very laid back, no crowds, and friendly folks.
- Very user friendly/well marked trails.
- Very well maintained trails with great signage.
- We came for the famous Seven Summits Epic Trail.
- Well built TTFs (both for int and expert).
- Well cared for.
- Well laid out.
- Well made/well maintained trails/well signed.
- Well maintained. (n=2)
- Well maintained trails. (n=3)
- Well marked/mapped.
- Well marked trail system.
- Well marked trails. (n=2)
- Well marked trails with great flow make it more enjoyable than Nelson.
- Well organized.
- Wide variety of trails.
- Wide variety of trails (easy to challenging)
- Young Active People.

Appendix F – Positive Images / Characteristics Of Rossland (Open-Ended)

What positive images/characteristics come to mind when you think of Rossland?

- A great family environment - lots of young athletic parents like us!
- Abundance of trails.
- Access to outdoors (skiing/biking).
- Active community.
- Activities.
- Almost all the trails are accessible from town.
- Amazing mountain biking.
- Amazing views.
- Attractive town.
- Awesome downtown.
- Awesome grocery store (Ferrero's).
- Awesome shuttle service.
- Awesome terrain with easy access.
- Beautiful. (n=3)
- Beautiful country.
- Beautiful scenery. (n=2)
- Beautiful serene.
- Beautiful terrain.
- Beautiful town, great grocery store!!!
- Beer/food.
- Biking.
- Canadian beer.
- Charming.
- Chill.
- Close to everything (ie. a lake, river float).
- Close to lake.
- Close to where I live (Nelson).
- Coffee shop, bakery, bike shop, grocery store.
- Community. (n=2)
- Cool architecture.
- Cute town. (n=2)
- Cute town/interesting history.
- Difficult challenging terrain.
- Dog Friendly Town.
- Easy access to trails. (n=2)
- Easy campsite access etc.
- Easy going pace.
- Easy to get around.
- Energetic.
- Epic Rides.
- Epic trail network - best maintenance.
- Family. (n=2)
- Fitness challenge.
- Friendliness of the locals.
- Friendly. (n=5)

- Friendly locals and great little town.
- Friendly locals & shuttle guy.
- Friendly mountain village.
- Friendly natives (and bears!).
- Friendly people. (n=7)
- Friendly residents.
- Friends live there.
- Friends there.
- Fun. (n=3)
- Fun artsy community.
- Fun loving.
- Fun mtb trail.
- Fun network of trails.
- Fun trails.
- Good bike trails.
- Good campground.
- Good choices for food and quality.
- Good coffee shops.
- Good food.
- Good food (grocery store and restaurants).
- Good grocery store.
- Good parks.
- Good riding.
- Good sense of community.
- Good trails.
- Great bike culture.
- Great challenging trails.
- Great city.
- Great community feel.
- Great cross country riding.
- Great dining.
- Great hiking.
- Great mountain bike location.
- Great outdoor sports destination.
- Great people. (n=2)
- Great place to mountain bike.
- Great pubs/restaurants.
- Great rides.
- Great riding. (n=4)
- Great scenery and natural environment.
- Great ski hill. (n=2)
- Great skiing.
- Great town.
- Great trail network.
- Great trails. (n=5)

- Happy bikers.
- Happy skiers.
- Hard core mountain town/culture.
- Has a huge amount of trails.
- Healthy.
- Healthy people.
- Healthy community.
- Helpfulness of Tyler at Revolution Bikes.
- Historic.
- Housing prices.
- IMBA epic trail.
- Incredible variety of trails.
- Inexpensive.
- It's a great community.
- Laid back, slower paced life.
- Lions campground.
- Local bus that can carry bikes (as before).
- Lots of people excited about being outdoors, passion.
- Love the valley.
- Lovely scenery.
- Low-key marketing.
- Main Street.
- Maintained trails.
- Money well spent on biking program.
- Mountain biking. (n=3)
- Mountains. (n=2)
- Nature.
- Nice campground close to trail access.
- Nice people.
- Nice scenery.
- Non-resort like.
- Not a commercialized
- Not overrun with tourists.
- Number of trails.
- Ongoing creation of mountain bike trails.
- Ongoing maintenance of trails.
- Other outdoor things to do.
- Outdoor activities.
- Outdoor activities available.
- Outdoor recreation possibilities.
- Outdoors.
- Peaceful town.
- People. (n=2)
- People are great.
- People are very nice.

- People who live there are connected with nature & enjoy mtn biking too.
- Picturesque.
- Pretty.
- Pretty town in great area.
- Price of campsite in town.
- Pure mountain town.
- Quaint. (n=3)
- Quaint town centre.
- Quiet. (n=2)
- Quiet community.
- Relax.
- Riding terrain.
- Scenery. (n=7)
- Scenic. (n=3)
- Setting.
- Setting, scenery.
- Seven Summits. (n=2)
- Seven Summits great riding.
- Seven summits is excellent money well spent.
- Skiing. (n=2)
- Small.
- Small town.
- Small town - Quaint and cozy.
- Small town feel.
- Small, quiet town.
- So many fun rides.
- Sunny.
- The natural beauty of the area.
- Town is close to campground.
- Trail condition.
- Trail map.
- Trails. (n=2)
- Trees.
- Unique character.
- Unpretentious friendly people.
- Valley of the lost souls / great friends / friendly folk.
- Very Clean and Nice People and Staff.
- View of surrounding hills.
- Views/weather.
- Weather.
- Well kept and clean.
- Well marked trail.
- Young families.

Appendix G – Negative Images / Characteristics of Rossland (Open-Ended)

What negative images/characteristics come to mind when you think of Rossland?

- 6-7 hrs from where I live in Golden.
- Accidently left a bike wheel at trail head - gone when we returned.
- Beer is expensive.
- Bit on expensive side.
- Business close early.
- Cheap hotel options.
- Closed early.
- Cost of groceries, but that is not unique to Rossland as you know.
- Difficult to get to.
- Dusty trails.
- Expensive food.
- Expensive homes.
- Expense of getting to Seven Summit trail head.
- Far.
- Few dining options (dinner and breakfast).
- Few stores open.
- Friends ran out of beer.
- General activity level on main street was low.
- Going home.
- Hard to get to (n=2).
- It's a long trip from Vancouver.
- Just the one campsite that you can't make reservations at??? More camping or at least that I can reserve so I know we have a site.
- Lack of camping advertisement.
- Lack of family restaurants.
- Lack of good camping.
- Lack of higher end camping.
- Lack of night life.
- Limited dining options.
- Limited diversity reg culture and open-mindedness.
- Limited restaurant selection.
- Logistics and cost of travel/accommodation.
- Long trip from Vancouver!
- Longer loop trails would be great.
- Mediocre coffee.
- More expensive than home.
- Need to make tourists feel more comfortable.
- Negative is too harsh! but I would say that the trail surfaces in general would make me reluctant to return to mountain bike.
- No airport.
- No bikes in big hotel.
- No evening coffee shops.
- No laundry.
- No pubs.
- No real immediate access to lake or river.

- No restaurants/pubs.
- No souvenirs.
- No stores.
- No swimming.
- None. (n=4)
- Not enough alpine terrain/lacks elevation.
- Not enough camping.
- Not enough dining options.
- Not much nightlife.
- Nothing to do other than ride.
- On an overcast day the smelter is in Rossland.
- Remote.
- Secluded.
- Ski bum town.
- Sleepy town.
- Small. (n=2)
- Small shops not open long.
- Small town - nothing open on long weekends.
- Tech Cominco.
- That's all there is.
- The noise of the trucks stopping at the brake-check above the campground!!
- Too far from where I live (Lower Mainland).
- Too much rain.
- Trail smelter.
- Very few eateries.
- Very little cheap accommodation (campsites).
- Very quiet in the summer. Almost too quiet.
- Was missing some trail direction.
- We enjoyed the fact that the trails were not busy at all, however, we were surprised nonetheless especially seeing as our guide book (Lonely Planet) described Rossland as the 'Mecca' of mountain biking!

Appendix H - General Comments from Intercept Survey Participants

Do you have any other comments about Rossland that you would like to share with us?

- Amazing trail. Better map.
- Awesome. (n=2)
- Awesome here.
- Awesome well marked. Bike shop was very helpful.
- Beautiful.
- Best.
- Better map. Bike shop really helpful. Well marked trails.
- Cool.
- Easy to find everything, trails, close to town.
- Fabulous.
- Favorite spot.
- Fun. More maps.
- Good signage.
- Here for road biking too.
- Impressed that we are doing the interview.
- Jump on Crown Point needs to be altered.
- Love it here.
- More camping in Rossland.
- More camping in town.
- More camping needed!
- More info on where a downhill bike is needed..... Where a xcountry bike would be okay.
- More shuttles to Warfield.
- More technical trail features.
- Needs more signage and maps.
- New trails on tamarack are awesome.
- Quiet long w/e.
- Rossland fave.
- Sweet.
- The KCTS is awesome.
- Trails awesome.
- Visitor center should be downtown.
- We need more races to bring in more ppl. Like 24hr adrenaline.
- Well maintained trails.

Appendix I - General Comments from Follow-Up Survey Participants

Is there anything else you would like to tell us about your experience in Rossland?

Comments are grouped into the general categories of 'staff friendly and helpful', 'suggestions/need for improvement', 'not enough or poor services', 'enjoyed activities and services' and 'other'.

Staff Friendly and Helpful

- The bike store is excellent. The guys in the shop bent over backwards for us to fix our bikes so we could ride all the trails we wanted to. Many thanks to Nathan especially! We also loved the grocery store! They had EVERYTHING we wanted. Great selection of healthy, organic choices. And nice helpful staff. This is my second trip in two years to Rossland and we'll be back again next year! And I have plans to come this winter to try the skiing too. And then there is the Steam Shovel Pub. We make sure we go there too. We walked in every store and asked if they had any stickers, or ANYTHING with "7 Summits" on it. We found nothing. I would like a nice technical riding shirt, or some socks or bumper sticker or something unique and well made to take home with me.

Suggestions/Need for Improvement

- As mentioned previously, a more durable, but still foldable/compact trail map would be awesome. Truth be told, we travelled through Rossland 6 or 7 years ago on a mountain biking trip, fell in love with the area and unbelievably are planning a move there the Summer of 2012 in an effort to get away from the everyday stresses of living in a busy, suburban area. For me and my wife the move is to be close to both skiing and biking, but more importantly the move is for our 10 year old boy who we feel is in an educational system that has come to put entirely too much stress on the kids and no longer lets them just be kids.
- I really enjoyed my experience. I just have a comment about the inconsistent trail signage. Mostly the trail names were up high, but on some trails they were down low on the ground, which actually was easier to see when you're riding, but either way it should be consistent. Overall, all trails were well marked and the map made it easy to know where you were and where to go.
- I thoroughly enjoyed my experience although was disappointed that we couldn't stay longer! It would be great if there could be a provincial/national campsite nearer to Rossland that allows tents. We ended up camping in Nelson which was a fairly long drive and meant that we didn't spend as much time as we would have liked in Rossland. The staff in the bike shop were very knowledgeable and helpful.
- It was my first time in Rossland and I found myself very underwhelmed by the town and atmosphere. The Seven Summits trail is, however, spectacular and I would recommend it to my mountain biking friends. I was a little disappointed that the only place we could find to stay was a cramped campsite right near the highway. I was also disappointed that we had to drive all over town looking for a place to eat - if it weren't for data on our cells, we would have gone hungry. The only breakfast option we could find found us paying \$20 for two bagel and a coffee. Overall I enjoyed myself because I love mountain biking and the trail is amazing. I just wish there was somewhere that was open early for breakfast that had more variety and more reasonable prices.

Suggestions/Need for Improvement (continued)

- Main street needs more pedestrian friendly development. Widen main street sidewalk for more gathering space hate the trucks thru main street!!!!
- My girlfriend didn't like cranking up too much but loved the shuttles....there is something here for everyone I didn't like that we couldn't reserve a campsite...we lucked out and it was pretty empty but if not I suppose we would of had to go to Nancey Green - more camping that can be booked would be nice.
- My wife and I really enjoy Rossland, the setting and the people. While the setting was spectacular I was disappointed with the trail surface which made for a distractingly harsh ride. My perspective is as a pro-expert/category 2 mtb racer of 20 years and with my experience riding all over the US as well as having owned and sold a medium sized cycling industry company. We currently live in northern Vermont and ride on the Kingdom Trails, Stowe MTB trails and Millbrook Trails in Barre, VT. Without exception, the trail surfaces are far superior and rather than diminish the riding experience, enhance it. Perhaps this is a matter of differing expectations but it is nevertheless from a business perspective important information to know.
- Planning my ski trip now to Rossland and looking forward to riding the Seven Summits. When we came too much snow still on the trail.
- The Trails are very well maintained. Unless someone is visiting for an event, there is nothing much else to do in town.
- Would love to see a quality concrete skatepark... for skateboarding, not bikes!

Not Enough or Poor Services

- Had a great time, but not much open on Sundays for restaurants.

Enjoyed Activities and Services

- Awesome and we are coming back.
- Awesome place to come to summer or winter.
- Beautiful place, would love to visit in winter and see the sights then.
- Best riding trips I have ever been on! What a great town! Will definitely come back and bring more friends!
- Enjoyed every ride. Many of the trails right on your doorstep. My wife doesn't bike so I can go out early do a good ride and have the rest of the day free - with a big grin on my face from the biking experience.
- Great biking.
- Having been a Kootenay resident back in the 70's, and having lived in the Coast since, I noticed something that I had forgotten- everyone you see and meet has a big smile on their face. Rossland, a town 'to live for'!
- I had a really fun time riding in Rossland and have recommended that my friends go and ride there. (and they did) Would have liked to spend a little more time exploring there.
- I had not even considered Rossland before I rode in Oregon. I was told that it had good trails and was worth checking out. I completely agree.
- I love how hard everyone is trying to make it all work!!! Keep up the great effort!!!
- I love riding in and around Rossland. Great trails and lots of variety.
- I love SE British Columbia for biking, skiing, and climbing - if it was closer to Vancouver I would be there 4-5 times a year.
- I think the amount of work that goes into mountain biking in Rossland is great and it shows. It's nice that a place focusses on a sport that makes people healthier instead of silly activities like golf. This is a more European view of things, and it's great.
- I've ridden in the area in the past. This year I also rode Dewdney backside and the road access to and from, and the highway access to Seven Summits/Dewdney trailhead and back to town from bottom of Dewdney. Great way to add some additional miles!
- IT WAS AWESOME.
- It was great, I will be back for sure.
- Keep up the good work.
- Local bike shop is first rate including their rental prices. That is worth a lot.
- Love it there!
- Rossland has a great thing going. Keep the funding coming for the crews that are out there all season, keeping the trails buff for everyone to enjoy. Great work diggers! Keep it up!
- The 7 Summits poker ride is an exceptionally well run and very fun event.
- The effort that has been put into maintaining and improving the seven summits trail made my experience an amazing one and one that made me want to come back for more :)

Enjoyed Activities and Services (continued)

- The Seven Summits trail was amazing. I pedaled from Red Mtn up to Nancy Greene summit, did the whole ride down to Dewdney, and then pedaled back to Red. It was a great six hour assault.
- Very good experience in general and I would like to go back in Rossland for a longer trip and maybe do the 30 km tail.
- We come to Rossland every summer when we take our two to three week holiday. Most of our mtn. biking holiday is spent between Revelstoke and Rossland, but Rossland continues to be our favorite.
- We had an awesome time while visiting!!

Other

- We appreciate how locals take pride in their town.
- I could move there.
- I want to move there!
- Not at the moment!
- We would like to come back and ski!
- I arrived via the USA and had been back and forth over the border a several times in a 2 week period . The only issues I had were crossing back into Canada just south of Rossland. I wish I had more time to spend in Rossland this trip. Next time, more time!
- This trip I didn't have much opportunity to explore the town and restaurants. I look forward to doing so next year.
- We JUST returned from a mountain bike trip in Sedona and there was quite a contrast from our trip to Rossland. Sedona was busy/lots of activity, very clean/well maintained, staff at hotels/restaurants/grocer/bike shop were VERY friendly and it had amazing bike trails. The trip was more costly but we felt it was worth the money. Our time in Nelson was similar to Sedona.