

# COMOX VALLEY

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2018 CONSUMER RESEARCH  
CO-OP PROGRAM



TOURISM  
VANCOUVER  
ISLAND

# MESSAGE FROM TOURISM VANCOUVER ISLAND

Following three years of conducting consumer research on a Regional level, TVI developed a program to assist communities in measuring consumer awareness, desirability and Net Promoter Score in the same consistent, reliable and repeatable way.

This program uses best practice consumer research methods by randomly sampling residents in key target markets (BC and Alberta) to determine critical consumer considerations along various stages of the path to purchase.

This research provides reliable and comparable data enabling communities to identify consumer concerns along the path to purchase and target efforts to enhance effectiveness in areas that could use improvement. It also creates the ability for communities to establish key benchmarks and track the performance of tactics over time.

The team at Tourism Vancouver Island would like to sincerely thank the DMOs who made this inaugural collaborative effort possible.

## METHODOLOGY

### Overview

This report represents findings from telephone surveys of N=1000 residents of British Columbia and N=1000 residents of Alberta conducted by Oraclepoll.

### Study Sample

The margin of error for the surveys is  $\pm 3.1\%$ , 19/20 times.

### Survey Method

All surveys were conducted by telephone using live operators at the Oraclepoll call centre facility. The survey was conducted using computer-assisted techniques of telephone interviewing (CATI) and random number selection. The random database was inclusive of new numbers, private numbers and cell phone only households. A total of 20% of all interviews were monitored and the management of Oraclepoll Research Limited supervised 100%. Interviews were completed between the days of January 12th and January 19th, 2018.

### Logistics

Initial calls were made between the hours of 5 p.m. and 9 p.m. within each time zone. Subsequent call backs of no-answers and busy numbers were made on a (staggered) daily rotating basis up to 5 times (from 10 a.m. to 9 p.m.) until contact was made. In addition, telephone interview appointments were attempted with those respondents unable to complete the survey at the time of contact.

## RESEARCH PROGRAM GOALS

Increase the economic benefits of tourism to the Vancouver Island Region

Ensure the relevance of the tourism sector to Vancouver Island businesses, government agencies and residents

Align Vancouver Island Region consumer research initiatives with industry best practice

Supply communities with reliable and comparable measurements of consumer awareness, desirability and Net Promoter Score (NPS)

## WHERE IS THE VALUE?

This high-value consumer research allows for CDMOs in the Vancouver Island Region to track key stages that the visitor experiences along the consumer path to purchase in a repeatable and comparable way.

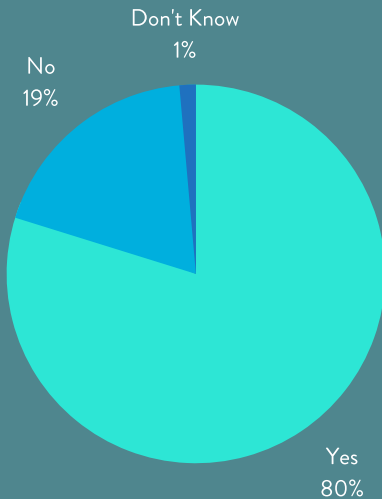
Tracking awareness, desirability, and Net Promoter Score (NPS) is critical to understanding consumer sentiments, developing effective marketing campaigns, supporting destination development activities and tracking the success of a destination marketing/management organization.

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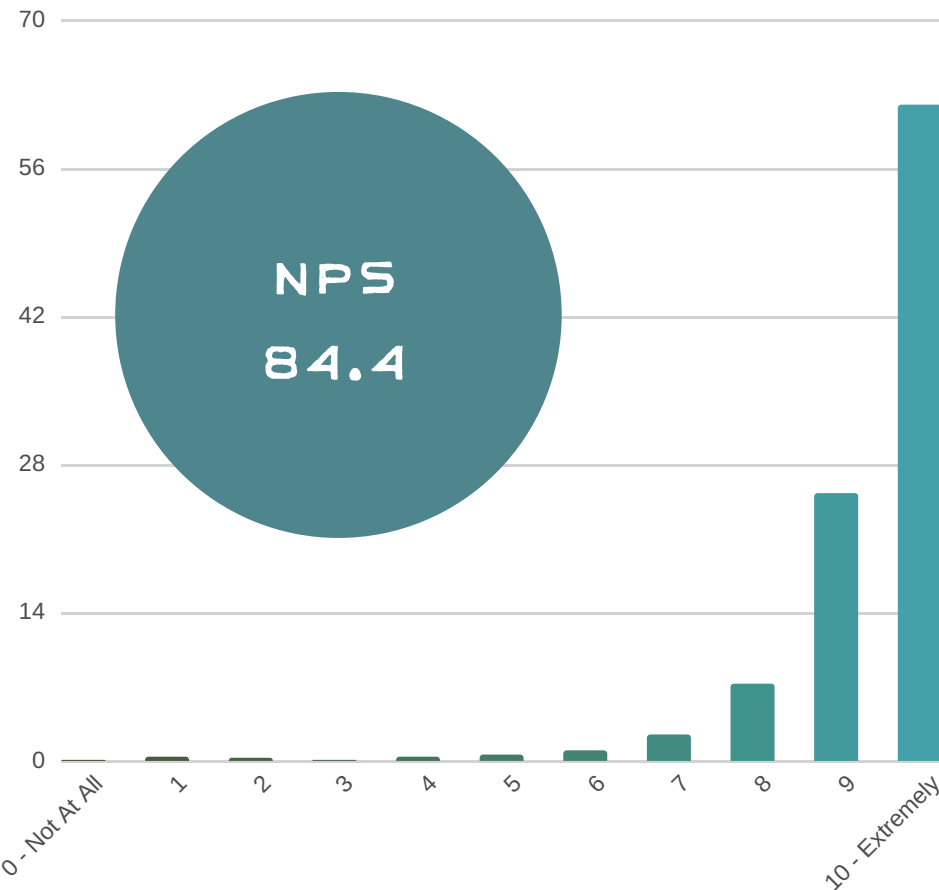
# COMOX VALLEY

## BRITISH COLUMBIA SAMPLE

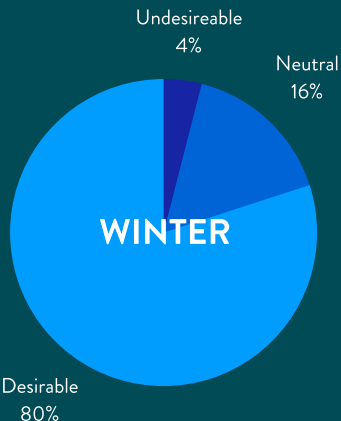
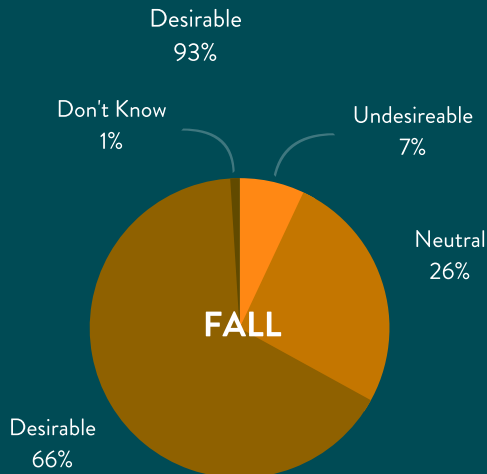
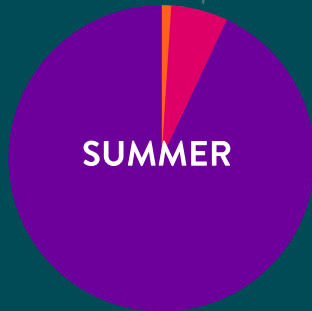
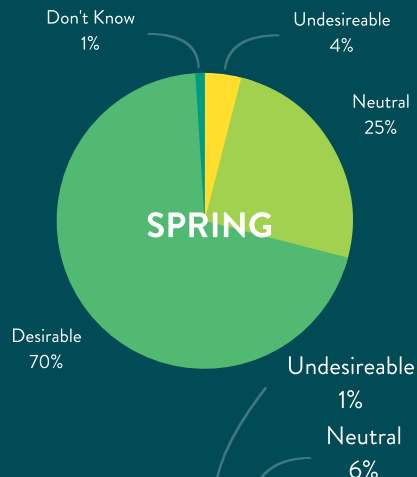
Q. Do you think of Comox Valley in British Columbia as a place to visit for an overnight leisure trip?



Q. How likely are you to recommend Comox Valley as a travel destination to a friend, family member or colleague? Please respond using a scale from "0" being not at all likely to "10" extremely likely.



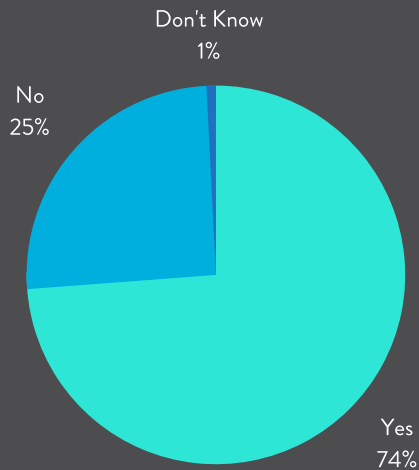
Q. Using a scale from 1 being not at all desirable to 5 being very desirable please rate how desirable you consider Comox Valley in British Columbia to be as a place for an overnight leisure trip?



# COMOX VALLEY

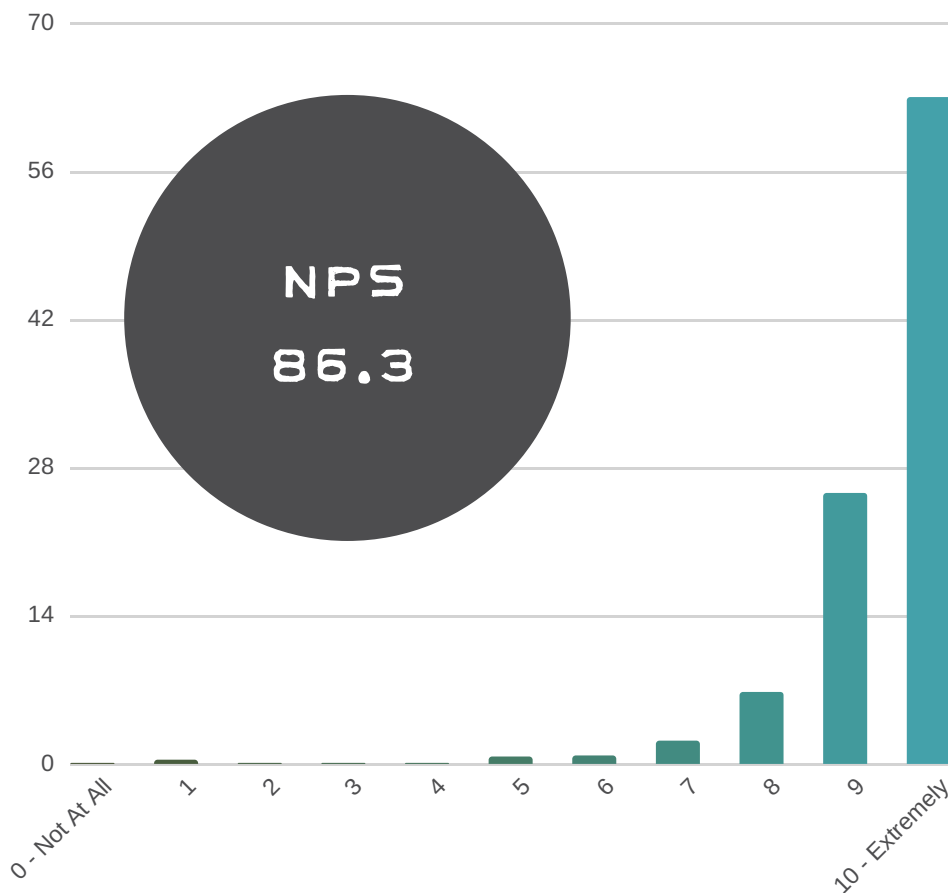
## ALBERTA SAMPLE

Q. Do you think of Comox Valley in British Columbia as a place to visit for an overnight leisure trip?



Q. How likely are you to recommend Comox Valley as a travel destination to a friend, family member or colleague? Please respond using a scale from "0" being not at all likely to "10" extremely likely.

NPS  
86.3



Q. Using a scale from 1 being not at all desirable to 5 being very desirable please rate how desirable you consider Comox Valley in British Columbia to be as a place for an overnight leisure trip?

