



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)

CONSUMER RESEARCH PROGRAM

- Does your Community Destination Marketing Organization (CDMO) face challenges in conveying the importance and relevancy of your organization to residents, government or stakeholders?
- Does your CDMO lack quantitative data to prove your organization's effectiveness?
- Does your CDMO have statistical evidence to base your resource allocation and strategic decision making on?

Tourism Vancouver Island (TVI) can help. Following three years of conducting consumer research on a Regional level, TVI has 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 to determine critical consumer considerations along various stages of the path to purchase.

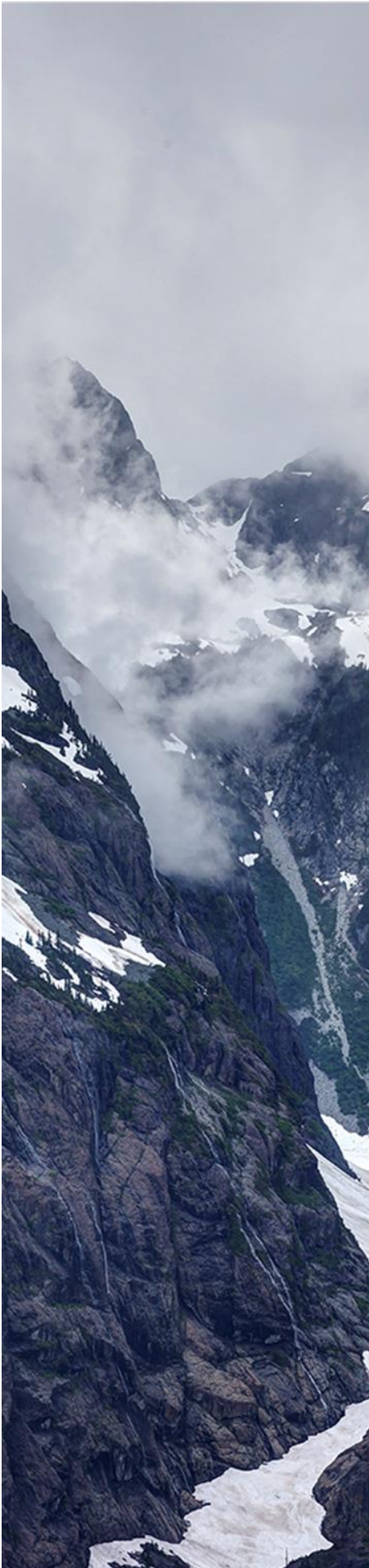
This research provides reliable and comparable data enabling communities to identify consumer concerns along the path to purchase and target efforts to enhance effectiveness in areas that could use improvement. It also creates the ability for communities to establish key benchmarks and track the performance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

Tourism Vancouver Island

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Nanaimo, BC
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TourismVI.ca
VancouverIsland.travel





RESEARCH DETAILS:

- Tourism Vancouver Island will conduct a consumer market research project through a third-party market research firm.
- The contracted firm will conduct telephone survey research during the second and third weeks of January 2018.
- The sample-size and margin of error for each community that participates will be:
 - British Columbia n=1,000 (+/- 3.1% 19/20X)
 - Alberta n=1,000 (+/- 3.1% 19/20X)
- Tourism Vancouver Island staff will analyze raw data and supply CDMOs with research reports by the end of February 2018.

Tourism Vancouver Island adopted this consumer research approach at a Regional level in 2014 and the annual study has since enhanced strategic decision making while also serving as a measure for key performance indicators. By participating in this consumer research program, your organization will realize the following benefits:

- Become aligned with community research initiatives across the Region, ensuring comparability and repeatability through a consistent methodology
- Data to support the development of more effective consumer marketing campaigns and more informed destination development planning
- The ability to track key performance indicators year-over-year
- Support to demonstrate CDMO relevancy to stakeholders
- Allows for cross-regional analysis of consumer sentiments

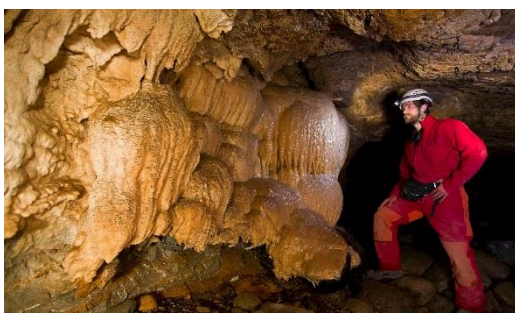
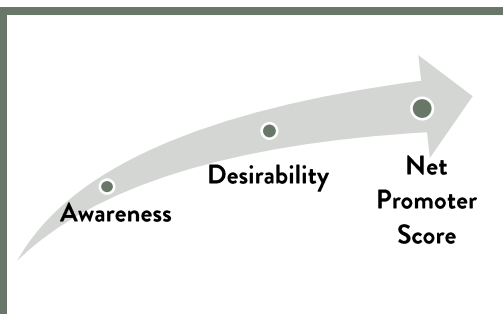
WHERE IS THE VALUE?

- 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.

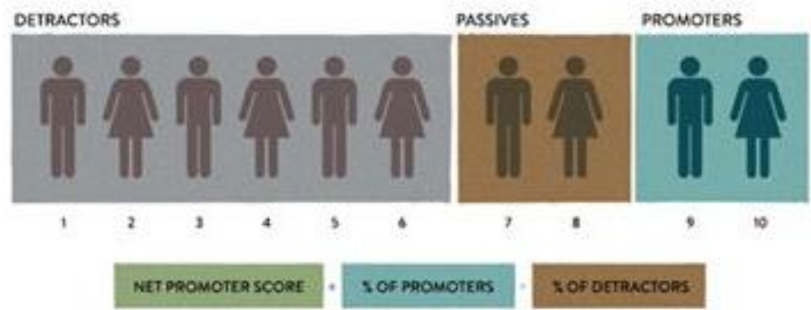
HOW IS THIS METHOD DIFFERENT?

- The Visitor Experience Survey is conducted in communities across the Vancouver Island Region and results are used by CDMOs to support development and marketing activities while also tracking overall performance.
- Although the Visitor Experience Survey provides a variety of valuable qualitative and quantitative data, the sampling method is uncontrolled and includes respondents outside of key target markets, resulting in less reliable results and large year-over-year results fluctuations.
- TVI's methodology for determining awareness, desirability and Net Promoter Score (NPS) specifically surveys a random sample of qualified respondents from key target markets and results in more reliable data that can be compared year-over-year and from community to community.

CONSUMER PATH TO PURCHASE



NET PROMOTER SCORE



- The Net Promoter Score (NPS), developed by Frederick Reichheld and Bain & Company in 2002, is a simple metric that helps organizations monitor the engagement of their customers.
- It reflects the likelihood that customers will recommend a product/company/place to friends, family or colleagues.
- The intention to recommend a travel destination, reported by the NPS, is a proxy measure of overall satisfaction with the travel experience.
- Satisfaction with the travel experience and the intention to recommend greatly increase the likelihood of a return visit.
- NPS is regarded by researchers as the question that best predicts the future growth of customer centric businesses like the tourism industry.
- Many tourism businesses and destination management organizations, including the Canadian Tourism Commission, are also measuring NPS to help monitor and measure efforts to improve customer loyalty.

EXAMPLE: HOW MIGHT A CDMO BENEFIT:

- Community A identifies, through the research results, that while consumers are aware of Community A, they do not come to market due to the low desirability rating, impeding the consumer path to purchase.
- Based on this information, Community A strategically prioritizes increasing its desirability to consumers.
- In order to leverage resources as effectively as possible, Community A also creates a profile to segment the type of consumer who is contributing negatively to the desirability rating, by identifying traits such as age, gender, income range and frequency of leisure trip.
- Community A is able to use the segment information to direct marketing efforts and programs, aimed at enhancing desirability, to engage the specific audience that requires the most attention.
- Community A can use the data collection and analyses as evidence to support resource allocation and strategic decision making.
- The following year, Community A can review the changes in desirability rating to monitor for improvements, establish benchmarks and continually track performance.

CONSUMER RESEARCH PROGRAM PURCHASE AGREEMENT

Company Name	
Contact Name	
Title	
Phone Number	
Fax Number	
Email	
Mailing Address	

- The cost effectiveness of this program is a result of collaboration between Tourism Vancouver Island and other partners, including a grant through the Island Coastal Economic Trust (ICET).
- The cost of the program includes surveying, applicable taxes, management fee, research review, analysis and reporting.
- Unless otherwise requested, all community level results will be shared between participating communities. This will ensure local results are understood within a broader Regional context.

COST PER COMMUNITY: \$1,200.00 + GST

Payment Method:

Invoice: Credit Card:

Cardholder Name	
Card Acct Number	
Expiry Date	
Authorized Signature	

Please make cheques payable to Tourism Vancouver Island
Interest shall be charged at a rate of 2% per month on all overdue accounts.

- I have read the Stakeholder Category Criteria form and have registered as a stakeholder of Tourism Vancouver Island.
- I re-affirm that I am in compliance with the eligibility criteria which I have previously confirmed.

CONTACT FOR ADDITIONAL INFORMATION:

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