

## Fall Visitors\*



Net Promoter Score

**43**

vs. Peak 58

Likely to return again in fall

**82%**

80%

Experience exceeded expectations

**53%**

66%

Opinion of Whistler has improved since visit

**36%**

48%



Among fall visitors, **43%** visited in September, **25%** in October and **33%** in November.



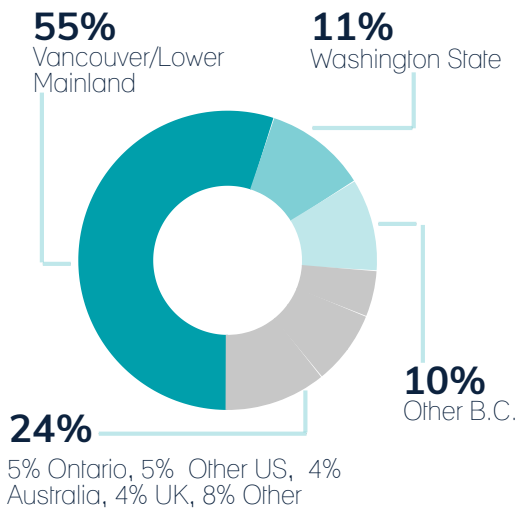
**75%** of those travelling in the fall visited within the last two years.



**66%** of fall visitors made at least one more trip to Whistler during the same year.

\*Fall visitors include those who visited Whistler in September, October, or November.

### DEMOGRAPHICS



- Among fall visitors, **39%** have an annual household income of \$150,000 to \$200,000 or more.
- **64%** have children under 18 years old.
- **56%** are 45 years or older.

### TRAVEL PATTERNS



**64%** traveled with their spouse. Only **18%** of fall visitors traveled with children.



**61%** stayed in a hotel and the largest share (**37%**) booked directly with the property.



**30%** started researching their trip 0-2 weeks prior to their trip and **37%** booked the key elements 0-2 weeks before arriving in Whistler.

### TRAVEL PREFERENCE

**47%**

Traveled during their preferred time

Those visiting in Whistler in September (58%) or October (48%) were more likely to travel during their preferred time compared to those who traveled in November (38%).

**58%**



Sept

**48%**



Oct

**38%**



Nov



Special occasions (e.g. birthdays/anniversaries), crowding levels, and weather are among reasons some visitors prefer to visit in the fall.

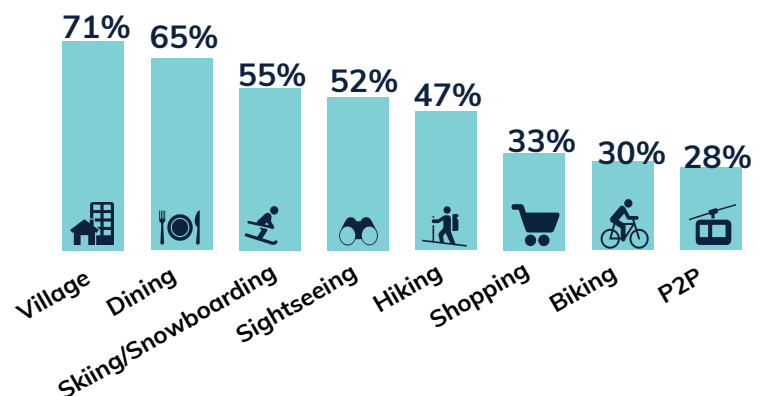


Timing with work, friend's or personal schedules and better affordability (e.g. accommodation/flights) were among reasons visitors did not travel during their preferred time.

### TRAVEL INFLUENCE

Among reasons to travel in the fall, **59%** were in Whistler for a quick getaway, **23%** were on a seasonal vacation, and **14%** were visiting for a special occasion

**Among core activities, visitors were most influenced to travel to Whistler in fall for...**



Among core activities, regional visitors are more likely than destination visitors to travel to Whistler in the fall for dining (68%), shopping (35%), and spending time in the village (72%).

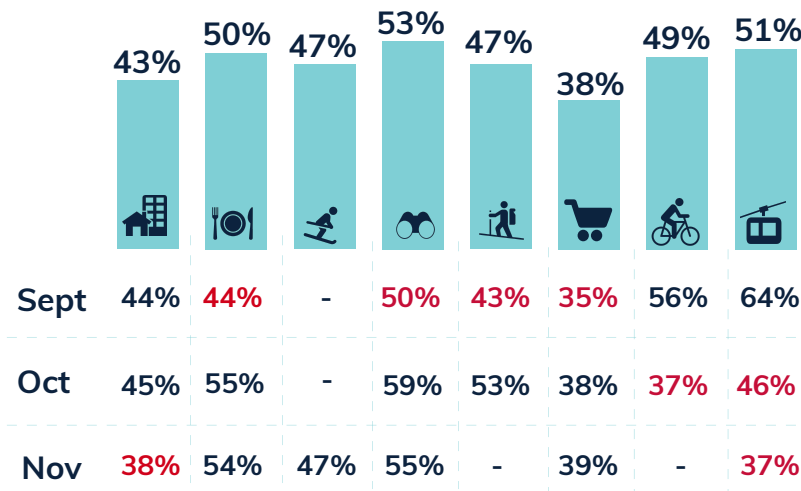


Destination visitors are more likely to be influenced by the PEAK2PEAK, (42%) sightseeing (58%), hiking (60%), and biking (37%) than regional visitors.

# Fall Visitors

## EXPECTATIONS

Percentage of visitors whose expectations with core activities were exceeded.



While most core activities tend to exceed visitors expectations in the fall, the village experience, biking and the P2P are some that decrease in the late fall months. Comments mention closures and hours of operation affecting the experience in these areas.

Visitor expectations with dining are more likely to be exceeded in the late fall months. Comments suggest that visitors enjoy the fall dining specials, which typically start in October.

Shopping has some importance when it comes to travel in the fall (33%), but expectations are only exceeded for 38% of visitors. Comments about closures and hours of operation also affect this area.

Cooler weather and fall colours are among comments that enhanced the sightseeing and hiking experience in the fall.

\*Red values are below the seasonal average

## WHISTLER EXPERIENCE

Almost all visitors agreed that they achieved the main purpose of their trip (96%) when travelling in the fall, and that the vibe and atmosphere in Whistler was friendly and welcoming (93%). Visitors were less likely to agree that activities were available (87%), their trip was unique and memorable (80%), and that their trip provided good value for money (73%).



Only 80% of fall visitors felt their trip was unique and memorable, compared with summer (97%) and winter (86%). November saw the lowest score in this category of all months (74%).

Nearly three quarters of fall visitors (73%) felt that their trip provided good value for money, second only to summer (82%). However, November visitors saw a substantial decrease in value for money (65%) when compared with September (77%) and October (74%).

Fall visitors were the most likely to note that activities were not available to them when compared with other seasons (87%).

## TRIP HIGHLIGHT

Fall visitors enjoyed the quality of activities, mountains & nature, dining quality, spending time with friends & family and the weather.

"A hike in the woods and Rim Rock Cafe for dinner!"

"Hiking and enjoying outdoors, good food."

"The weather and being able to enjoy the outdoors. The air was so fresh and the fall colours were beautiful. It's my favourite month and my favourite place."

"Pure bread birthday cake and sushi village with my friends."

"The weather was great for our trip to Whistler over the Thanksgiving weekend in October. After gearing up the whole family with new skis and boots, we were able to hit up the bike park together. Follow that up with dinner and drinks in the village and I'd say the experience met everyone's expectations and then some."

## TRIP LOWLIGHT

Aspects that did not meet visitors expectations in fall include: weather, closures/hours of operation, general prices, and the village atmosphere.

"We go to Whistler during busy winter and busy July. I really missed the crowds. I don't like going places and feeling like the only one there. Restaurants and village were empty."

"There was probably more rain than I would have liked, though always expect this is probably going to be the case in September."

"Some restaurants and businesses are closed or operating on limited hours during peak shoulder season. This should be reconsidered, as Whistler is a year-round resort."

"We wish the Whistler gondola was open during the week in October rather than just weekends."

"It's too expensive and not enough choices of things to do."

# Fall Analysis

## WHAT THE DATA TELLS US

- About three quarters of fall visitors (75%) are regional, with over half (55%) traveling from Vancouver / Lower Mainland.
- The majority of visitors in the fall are in Whistler for a quick getaway (59%) or a seasonal vacation (23%). Just over a third (37%) booking the key elements of their trip 0-2 weeks before. Most stayed in a hotel (61%) and booked their accommodation directly with the property (37%).
- A quarter of fall visitors had never been to Whistler in fall before. Compared to peak season visitors, those travelling in the fall were more likely to make more than one trip to Whistler in the same year (66%). While visitation across the other seasons is fairly even, fall visitors were slightly more likely to visit again in winter (34%) compared to summer (29%) or spring (31%).
- Just under half of fall visitors (47%) travelled during their preferred time and 29% reported would have preferred a different time. Those visiting in September (54%) were the most likely to travel during their preferred time compared to those travelling in October (48%) and November (38%).
- Of Whistler's core activities, fall visitors were most influenced to visit to spend time in Whistler Village, dining, skiing/snowboarding, sightseeing and hiking.
  - Excluding those who visited in November, fall visitors were most influenced to travel for the village (72%), dining (64%), sightseeing (56%), activities variety (52%), and hiking (47%).
  - Regional visitors were more likely to participate in leisure activities, whereas destination visitors were looking for a more adventurous experience.
- Opportunities for relaxation (70%) are more important to fall visitors (70%) compared to those visiting in the spring (64%), summer (62%), and winter (58%). Other important factors in fall include taking in the scenery (86%), spending time with friends and family (83%) and spending time in the Village (71%).
- Overall, 53% of fall visitors said their trip exceeded their expectations. Expectations were more likely to be exceeded in September (55%) than those visiting in October (53%), or November (50%).
  - Among qualities that exceeded visitors expectations, visitors mentioned weather, mountains/scenery, crowding levels, and dining quality.
  - Aspects that did not meet expectations included Closures/hours of operation, weather, lack of activities (indoor or not available).
- Although most visitors expectations with core activities were exceeded in the fall, the village, PEAK2PEAK and biking -- areas which are subject to weather, closures and reduced hours of operation-- all saw declines in late fall months.
- Almost three quarters (73%) of fall visitors agreed that their visit provided good value for money. However, value for money declines in the late fall months.
- Compared to spring, summer and winter, visitors in the fall were the least likely to agree that the activities they wanted were available to them (87%). Among fall visitors, those visiting in November were the least likely to agree (81%).
- Just over a third (36%) of fall visitors said their feelings toward Whistler improved after their visit compared to 46% in winter and 55% in summer.
- The fall NPS is 43, second lowest to spring (34).
  - The summer NPS is 74 and winter is 52.
  - Lack of activities and lack of atmosphere (specifically lively village atmosphere) were among reasons visitors would not recommend visiting in the fall.
  - Similar to the decrease in expectations in late fall months, those visiting in September (49) were more likely to recommend Whistler compared to those visiting in October (45) and November (34).

## NEXT STEPS

Many shoulder season travellers are in Whistler for a special occasion such as a birthday or an anniversary. **There is an opportunity to explore packages that speak to visitors looking for a quick trip to celebrate a special occasion.**

Opportunities for relaxation is most important to fall visitors compared of those travelling during other times of year. **Messaging around health and wellness, and other relaxing activities should be explored.**

Visitors enjoy combining and outdoor activity with a fine dining experience in the fall. **Experiences that combine an outdoor activity plus dinner at a restaurant should be explored as a potential product offering.**

Compared to peak seasons, fall visitors feel like their Whistler experience is less memorable or unique. **There is opportunity to create experiences that only occur in the fall to enhance the uniqueness in fall.**

Weather, closures / hours of operation, and lack of village vibrancy were among factors that did not meet expectations. **There is an opportunity to create itineraries for visitors in the fall showcasing a variety of non-core and weather independent activities.**

**There is also an opportunity to better communicate seasonal closures to better ensure an enjoyable visit for fall visitors.**

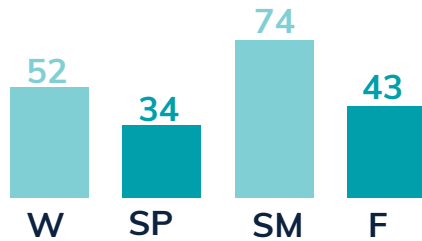
# EXPERIENCE METRICS

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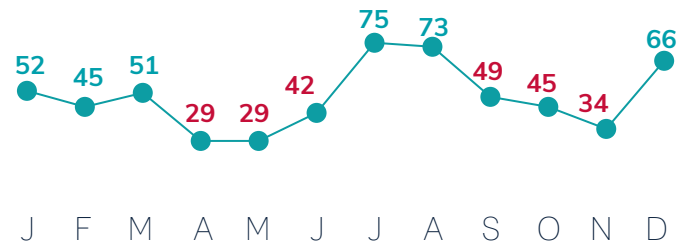
Net Promoter Score

**Avg. Shoulder**  
**38%**

**Avg. Peak**  
**58%**



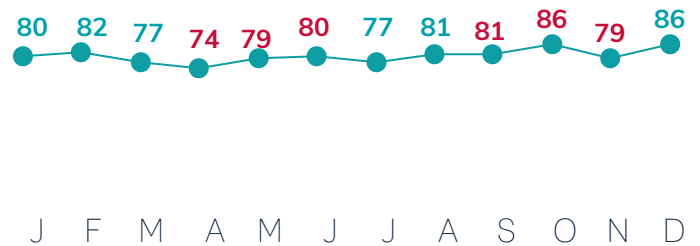
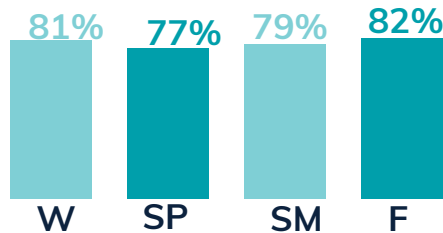
## BY MONTH



Likelihood to Return

**Avg. Shoulder**  
**79%**

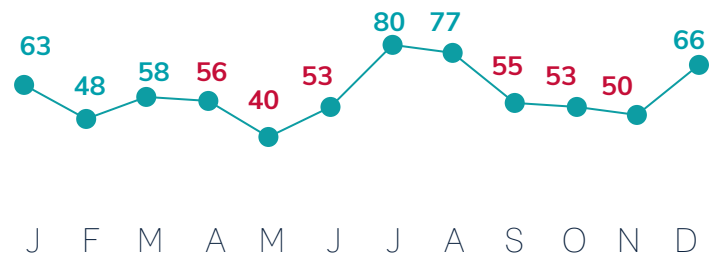
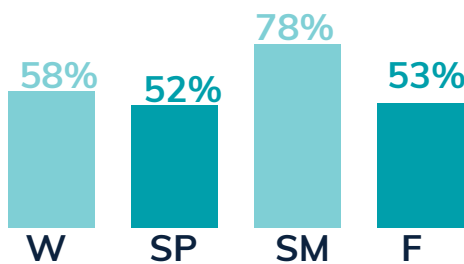
**Avg. Peak**  
**80%**



Overall Expectations (% exceeded)

**Avg. Shoulder**  
**53%**

**Avg. Peak**  
**64%**



Opinion of Whistler Improved Since Visit

**Avg. Shoulder**  
**37%**

**Avg. Peak**  
**48%**

