

Key Takeaways

THE DATA SHOWS

- While past preferences for drinks and beverages have dominated night-time entertainment in Whistler, food service and happy hour have gained importance in Whistler's night-time experience.
- The best opportunity to develop night-time entertainment in Whistler is between 8:00 pm and 10:00 pm; the period after most visitors have finished dinner and before the nightclub scene begins as almost all (91%) night-lifers in Whistler are out during this time frame.
- Moving beyond the traditional night-time entertainment scene, night-lifers want a diverse night-time entertainment offering such as: live performances like comedy or theatre, live and diversified music (rock, pop, jazz, country), art or culturally focused experiences, small and intimate bars, and late-night bites while maintaining access to restaurants, pubs, and bars.
- In support of secondary research, our findings show that night-lifers are looking for hybrid experiences combining more than one element of night life (e.g. arts & culture experiences with food and wine) and venues that transition from a certain experience during the day or a different experience at night (e.g. a pool hall in the afternoon and a nightclub at night).
- In line with a diverse night-time entertainment offering, night-lifers would like to see recreational venues in Whistler offering experiences like bowling and games in a social atmosphere with food and beverage. Whistler currently does not have a dedicated indoor recreation establishment, but there is an opportunity to connect visitors with establishments that offer recreation based activities at night (darts, billiards, board games, escape rooms) and/or other evening activities.
- Night-lifers are happy with their night-time entertainment experiences in Whistler, but they are less likely to think of them as unique. Secondary research tells us that night-lifers are looking for something different. There is an opportunity for Whistler to create and promote a uniquely Whistler night-time entertainment experience.
- We continue to observe the "mature night-life" trend among older age segments who are looking for something other than the traditional night-life scene. Our findings show that the top three preferred venue types among night-lifers 45 years and older are food primary establishments, entertainment venues and art venues while bars and nightclubs play a more primary role among younger age segments.
- Secondary research shows there is a preference shift toward healthy or non-alcoholic drink choices. Alcoholic drinks are still certainly a key part of night-time entertainment in Whistler, but similar to the consumption trends seen globally, alcoholic beverages are less important to night-lifers when compared to food service and happy hour.

NEXT STEPS:

- ☑ Tourism Whistler Destination Development will work with members to establish a comprehensive and diverse 'directory' of night-time entertainment offerings in the Resort, including input from restaurants, bars, nightclubs, activity providers, arts and culture venues or any other business that caters to visitors past 8pm.
- ☑ Using the research findings, Tourism Whistler will review existing night-time entertainment information to identify areas ripe for improvement. This may include re-configuring how night-time experiences are conveyed on various Whistler.com web pages (/nightlife, /dining, /events, etc), augmenting the variety of night-time experiences referenced on Whistler.com and through @GoWhistler marketing, blog and social content channels, as well as advancing in-resort and mobile-friendly methods of sharing night-time entertainment information via our free Resort wifi.
- ☑ The business community is encouraged to explore unique, out-of-the-box night-time activities and partnerships, and are invited to collaborate with Tourism Whistler and other stakeholders to trial new visitor initiatives or experiences. Ideas may include a unique partnership between businesses on a 'combo' or 'hybrid' experience, or the creation of a new, uniquely-Whistler night-time offering that adds to the overall visitor experience.
- ☑ Research findings can be used to evaluate the application of any new facilities, events or activities that may offer night-time entertainment that is of interest to our visitors (i.e. concert or entertainment venue, bowling alley, etc), as well as support applications for changes and/or improvements to existing facilities and/or business offerings.
- ☑ Tourism Whistler Research will continue to monitor emerging night-time trends and share the findings with the business community and local stakeholders, including any feedback received through ongoing visitor research (Whistler.com/post-trip surveys, Ask Whistler, social media, research panel, etc) or shifts in North American and global trends.

Contents & Icon Glossary

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GLOSSARY

Night-time entertainment venue types

"Which of the following night-time entertainment venues did you go to in Whistler?"



Food primary establishments



Bars



Entertainment venues



Arts & culture venues



Recreation venues

Night-time entertainment attributes

"Which of the following attributes are important to you when deciding on a night-time entertainment venue?"



Food service



Happy hour



Alcoholic drinks



Live music



Interactive experiences



Dance floor



Open to minors

Methodology

METHODOLOGY

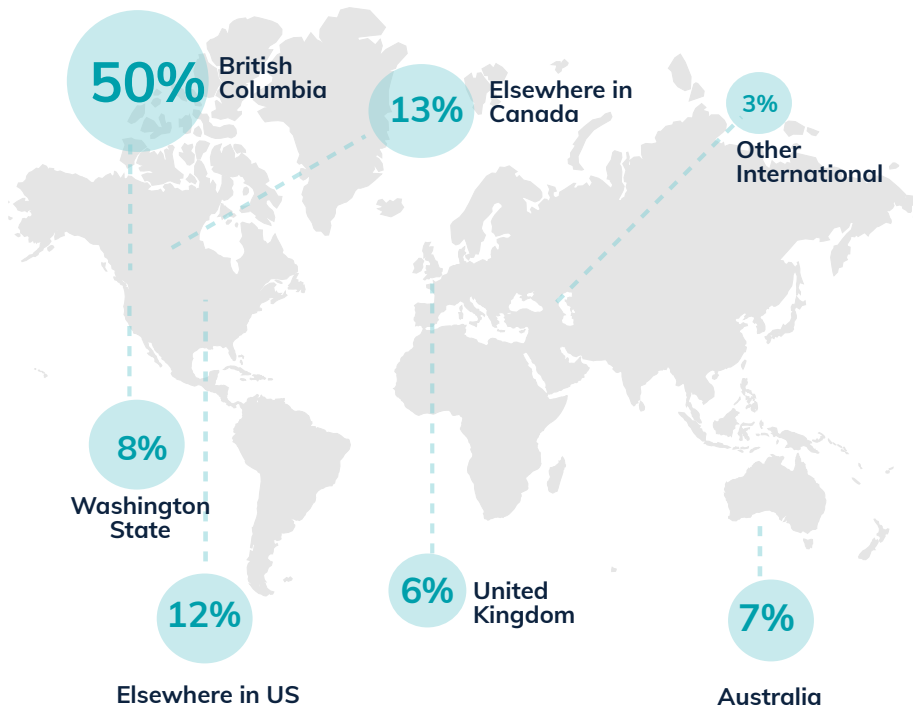
Research Panel members who have been to Whistler before were emailed a survey measuring their engagement with and preferences for indoor night-time entertainment both at home and in Whistler. An anonymous link was also posted on social channels of three nightclubs in Whistler: Tommy's, Garfinkel's, and Buffalo Bills.

For the purposes of this survey, indoor night-time entertainment was defined as "visiting food service establishments, bars, art venues, entertainment venues, and/or recreation venues between the hours of 8:00 pm and 2:00 am". As Tourism Whistler's research panel skews to an older age group, responses were weighted by age to better represent Whistler's typical demographic.

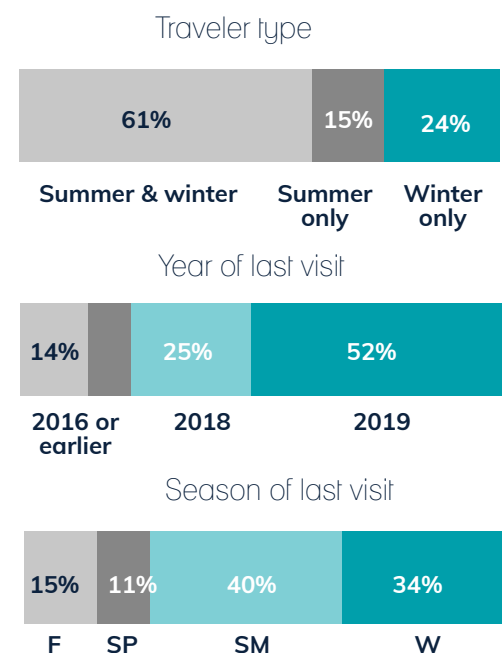
In total:

- 4,500 email invitations were sent to the research panel
- 1197 qualified responses recorded (29 of which were recorded from the anonymous link)

VISITOR OVERVIEW*

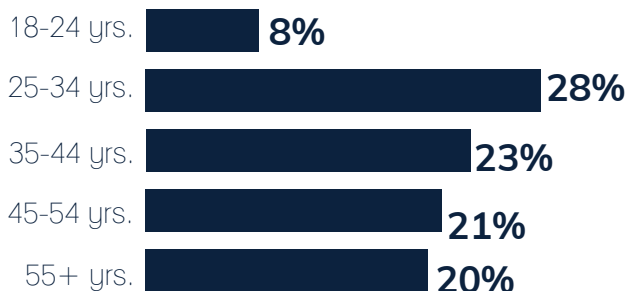


PREVIOUS VISITATION



* Note that response are a good representation of Whistler's visitor mix

DEMOGRAPHICS (WEIGHTED TO VISITOR AGE DEMOGRAPHICS)



53% do not have children
33% have children at home
14% children no longer at home



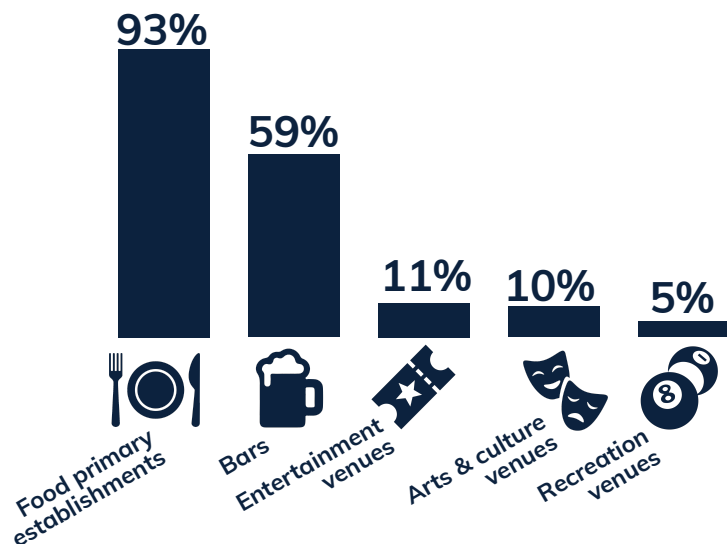
39% earn \$99,999 or less
61% earn \$100,000 or more

Whistler's Night-time entertainment Venues

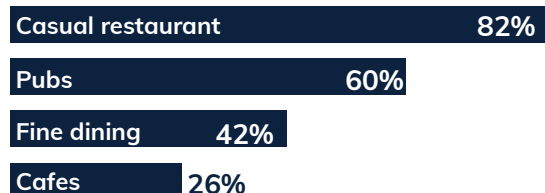
WHISTLER VENUES VISITED

73%

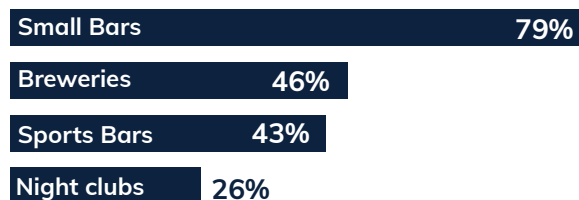
Went to an indoor night-time entertainment venue on their most recent trip to Whistler



Types of food primary establishments visited:



Types of bars visited:



INFO

How did you hear about the venues you went to?



DID NOT GO OUT

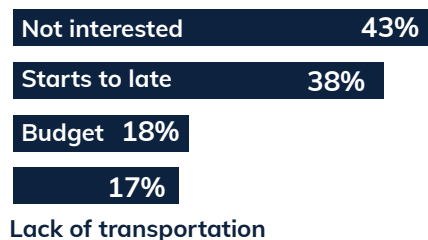
27%

Did not go to an indoor night-time entertainment venue on their most recent trip to Whistler

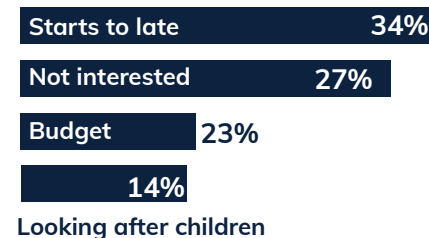
Would you go at night on a future trip?



Why would you NOT go out at night?



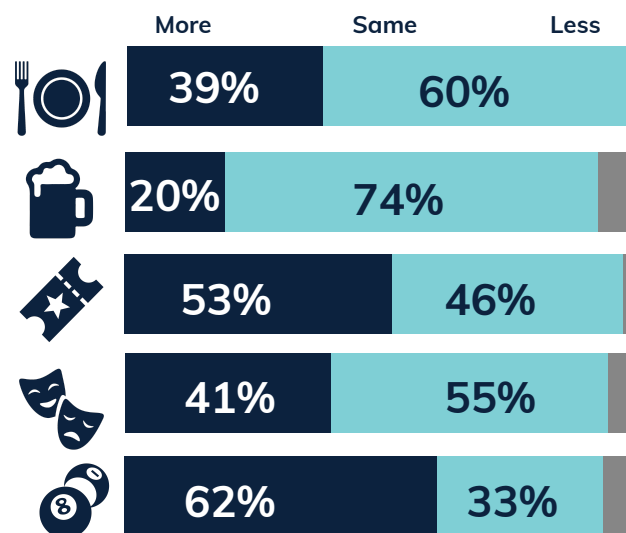
Why are you UNSURE about going out at night?




Whistler's Night-time entertainment Venues

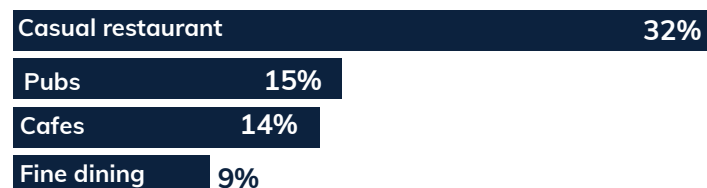
DIVERSITY

Should Whistler offer more, the same or less of the following:

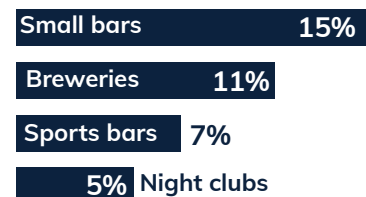



 Over half of visitors think Whistler should offer more entertainment (53%) and recreational venues (62%)

Food primary establishments Whistler should offer more of:



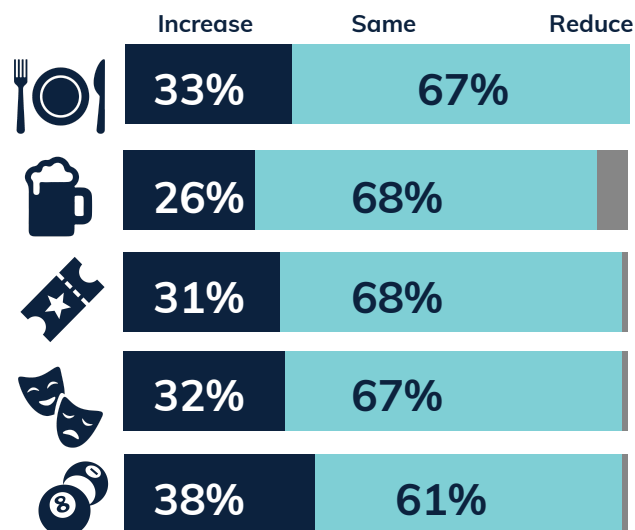
Bars types that Whistler should offer more of:




 Younger age segments (18 to 34) think Whistler should offer more pubs and older segments (35 to 55) want more fine dining restaurants and cafes

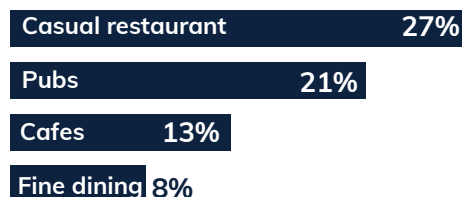
HOURS OF OPERATION

Should hours of operation increase, stay the same, or reduce:

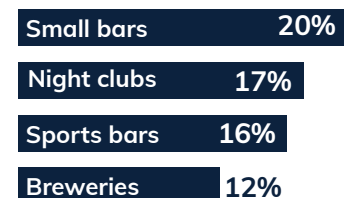


 The younger age segments (18 to 34) are most likely to think Whistlers bars and food primary establishments should stay open later

Food primary establishments that should stay open later:

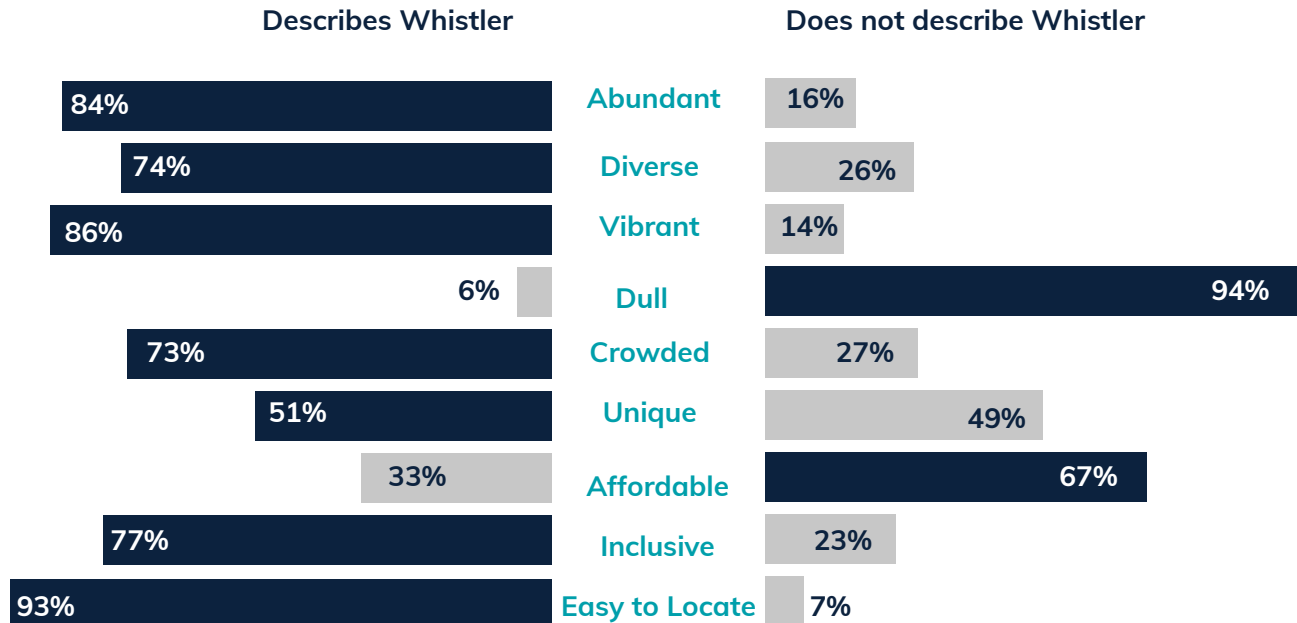



Bars types that should stay open later:



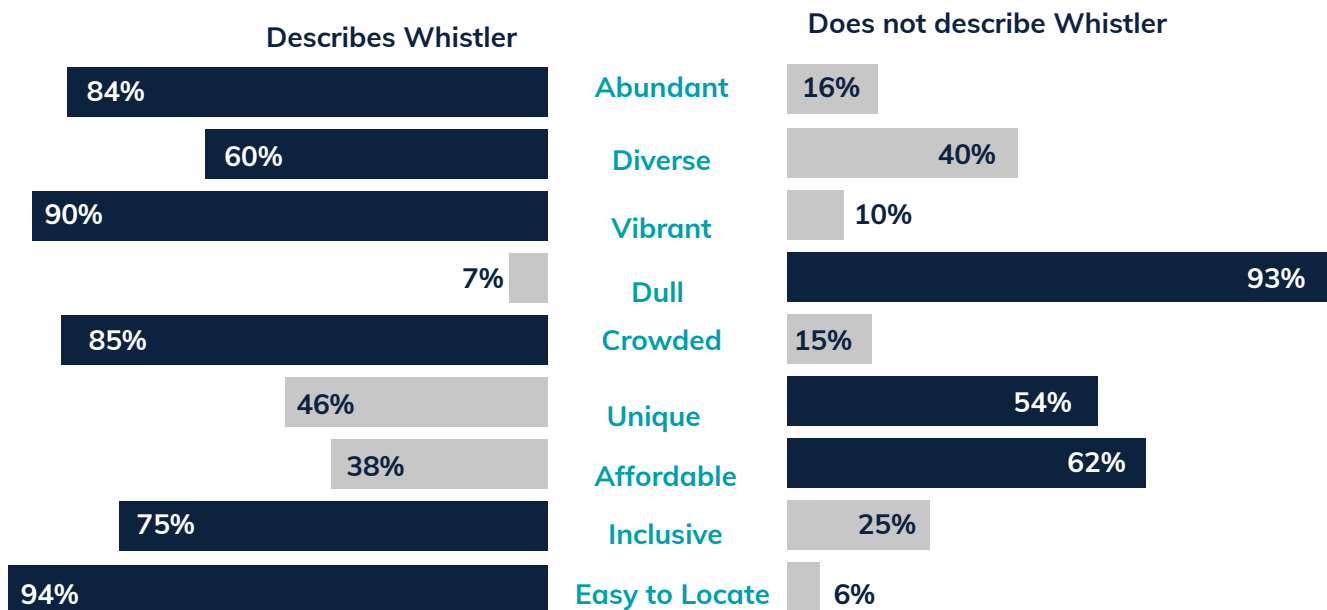
Describe Whistler's Venues


FOOD ESTABLISHMENTS



 Night-lifers are less likely to describe Whistler's food establishments as unique (51%) and affordable (33%). Three quarters also describe Whistler's food establishments as crowded (73%). Those between 18 to 24 years old are the least likely to describe Whistler's food primary establishments as unique (29%) and affordable (0%).

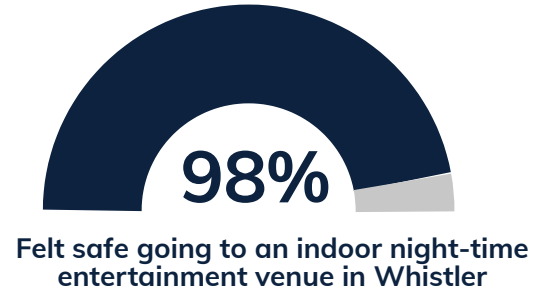
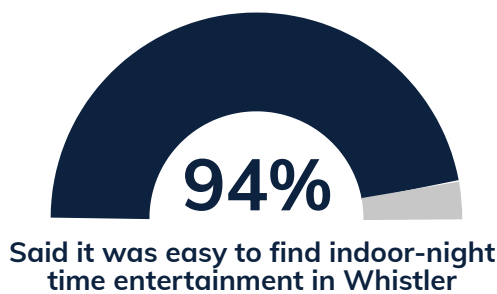
BARS



 Similar to food establishments, visitors are less likely to describe Whistler's bars as unique (46%) and affordable (38%). Compared to food establishments (74%) night-lifers are less likely to think Whistler's bars are diverse (60%). 35 to 44 year olds are the least likely to describe Whistler's bars as diverse (48%).

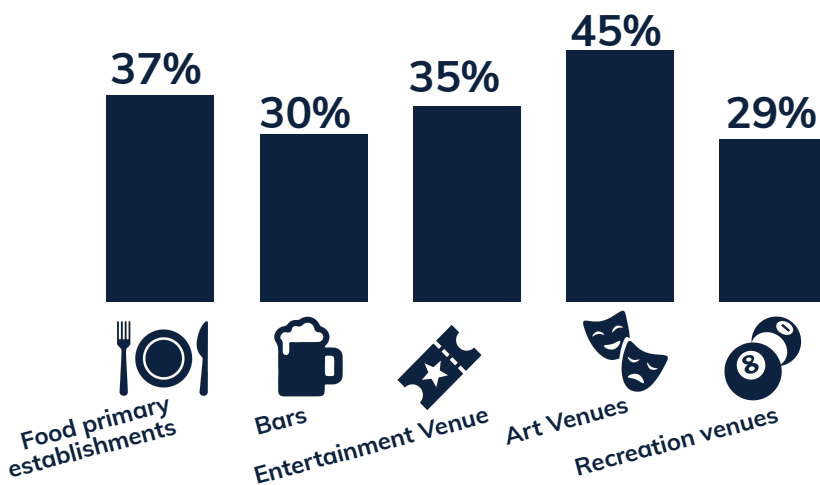
Experience Metrics

EASE & SAFETY



Among those who felt unsafe, comments mentioned loud and intoxicated people in the village in the early morning. Some suggest increased security or police presence.

EXCEEDED EXPECTATIONS



Whistler's food establishments were most likely to exceed expectations for visitors between 25 and 34 years old (41%) and 45 to 54 years old (43%).



Whistler's bar venues were most likely to not meet expectations for visitors between 35 to 44 years old (9%) and 18 to 24 years old (11%).



Among those who visited an art venue, Night-lifers between 35 to 55 years old were more likely to have their expectations exceed compared to those between 18 and 34 years old.

START TO FINISH



55%
Stay out for 3 to 4 hours



91%
Start their night between 8:00 and 10:00 pm

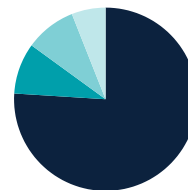


62%
Return to their accommodation between 10:00 pm and 12:00 am



18 to 24 year olds were the most likely to stay out longer than four hours (33%), start their night between 10:00 pm and 12:00 am (44%), and return to their accommodation after 12:00 am (89%)

TRANSPORTATION



9% traveled by car, 9% by taxi or shuttle and 6% by bus



45%
of all respondents said Whistler should offer more bus services for those spending time out at night



32%
of all respondents said Whistler should offer more taxi services for those spending time out at night

95%

Felt safe getting back to their accommodation

92%

Said it was easy to get back to their accommodation

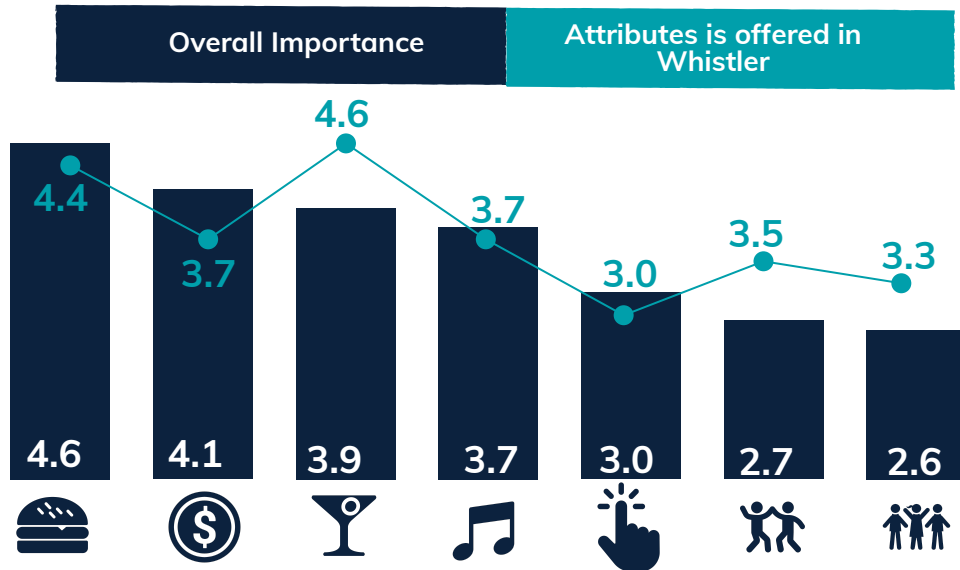
Attributes

ATTRIBUTES

The dark blue bars on the right display the average importance of each attribute. The higher the score, the more important the attribute. From left to right, the attributes are:

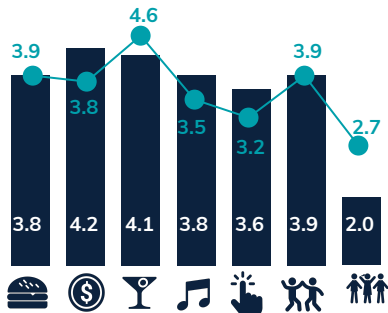
1. Food Service
2. Happy Hour
3. Alcoholic Drinks
4. Live Music
5. Interactive Experiences
6. Dance Floor
7. Open to minors

The green line displays whether night-lifers agree these attributes are offered in Whistler. The higher the score, the more likely they agree



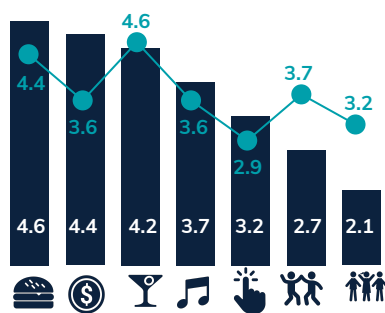
When the dark blue bar is above the green line, the associated attribute is important to night-lifers but under represented in Whistler. **Attributes that are under represented are those that can be developed and communicated to meet the preferences of future night-lifers.** When the green line is above the blue bar the associated attribute is well represented in Whistler, but less important to night-lifers. **These attributes don't necessarily need to be developed, but can be communicated to those who are looking for the experience**

18 to 24



Happy hour, live music, and interactive experiences are under represented in Whistler for this age group

25 to 34



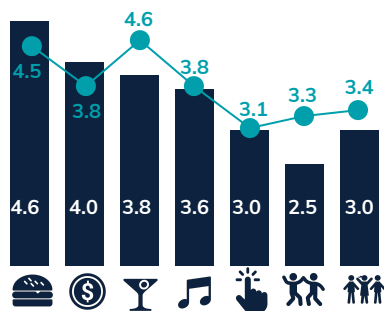
Food service, happy hour, live music, and interactive experiences are under represented in Whistler for this age group

35 to 44



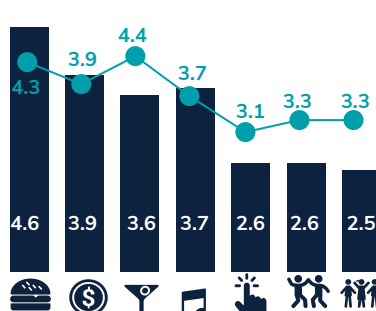
Food service, happy hour, and interactive experiences are under represented in Whistler for this age group

45 to 54



Food service and happy hour are under represented in Whistler for this age group

55+



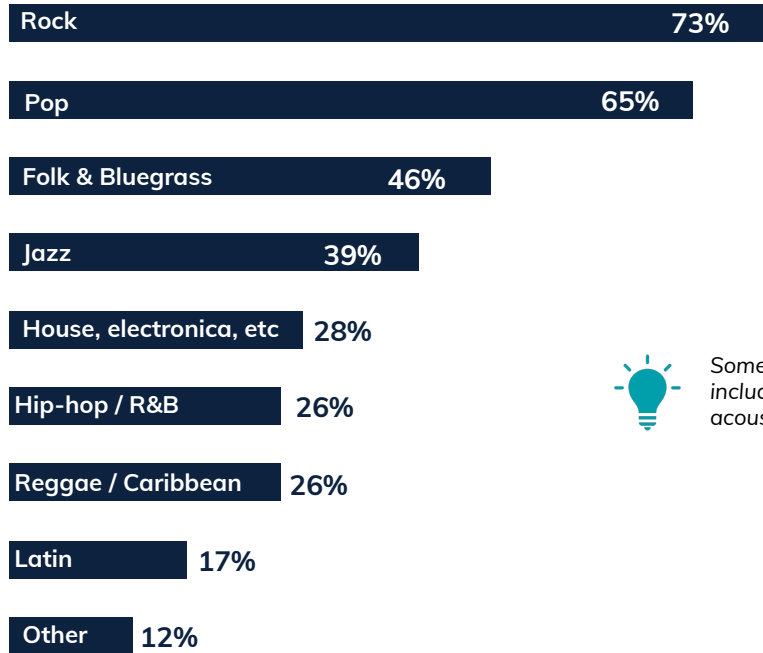
Food service is the only attribute under represented in Whistler for this age group



All age segments agree that alcoholic drinks are well represented in Whistler. Similarly, but less important, venues that have a dance floor or that are open to children are also well represented

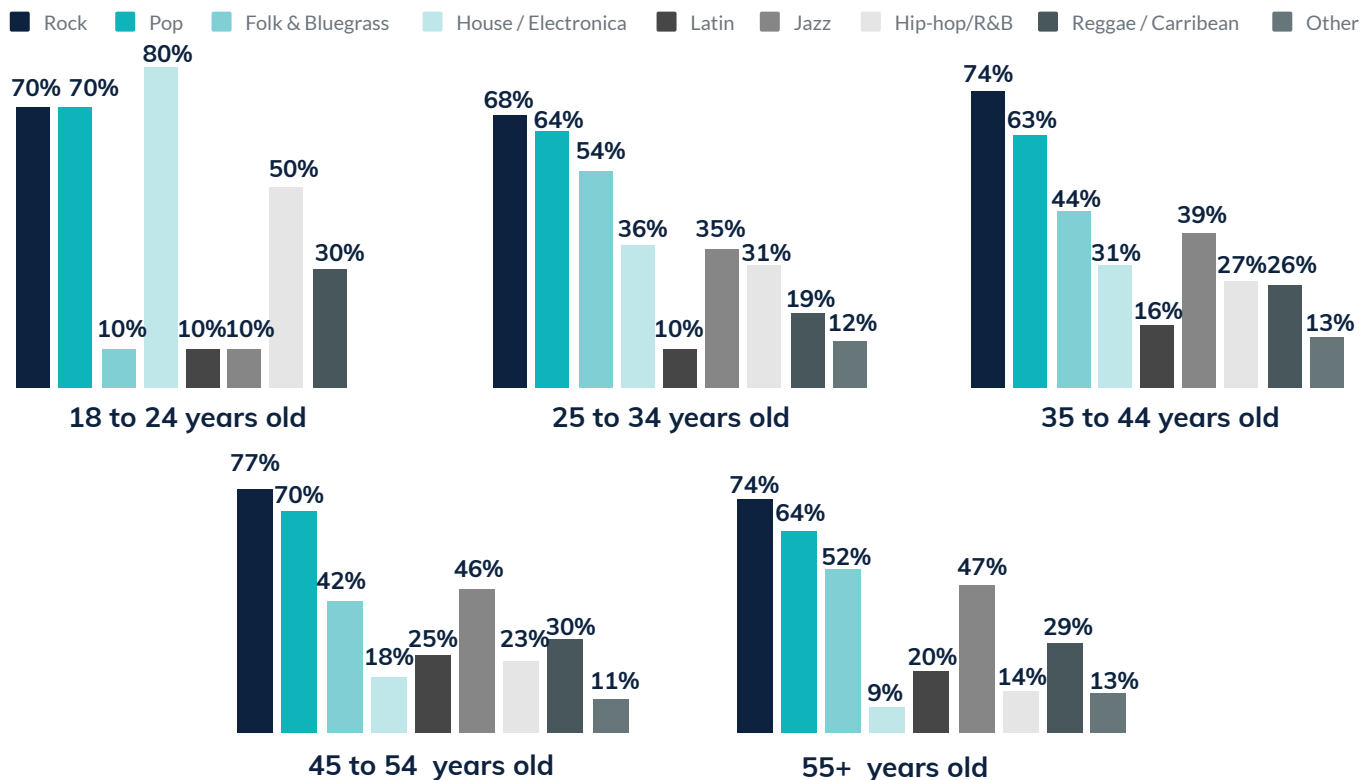
Live Music

OVERALL PREFERENCES



Some other suggestions include: country, blues, acoustic, and classical

MUSIC PREFERENCE BY AGE SEGMENT



Suggestions

NIGHT-TIME EXPERIENCE SUGGESTIONS

Among suggestions for night-time entertainment experiences in Whistler, four main themes were identified: Bar entertainment, venue variety, ticketed entertainment, and outdoor entertainment



Suggestions for **bar entertainment** include more live music (jazz, rock, pop), and recreational activities (arcade, bowling, billiards, ping-pong)



Venue variety suggestions include small bars or lounges, casual bars with a relaxed atmosphere, and family friendly options



Suggestions for **ticketed entertainment** include: movie theatres with food & beverage service, performance venues (comedy, live theatre, music) and cultural experiences



Suggestions for **outdoor entertainment** include outdoor concerts, movies, events, or night markets

"More live band night clubs. Easy listening and good for friends getting together and catching up. Small dance floors."



"Go carts, mini golf, arcade and bowling with drinks and snacks available. Must be something you can do with friends to socialize and play."

"A bar playing popular music and offering different recreational activities inside."

"I enjoy experiences that have live music/food/billiards or games"

"A place with apres, acoustic music, drinks, high end pub food, and coffee house / community vibes."

"An English gin bar with specialty gins such as cuckoo gin, lakes gin, Whitley Neil, Aber Falls not just Bombay Sapphire."

"Smaller tapas bar cafe"



"I enjoy good food and wine in a comfortable atmosphere. Maybe some dancing that is not geared towards 20 somethings."

"Outdoor fire pit / beer garden with casual fun food available"

"More nighttime experiences that are family-focused or provide all ages opportunities."

"Maybe something from 8-10 for families post dinner, but not too late."

"Movie theater with food & beverage service during the film screening."



"Having a venue with a revolving variety of night-time performance events would be interesting. One night comedians, the next night a music genre (e.g., blues, Celtic, rock), the next night something different, etc."

"More recreational activities - not billiards! Interactive venues. Activities at Museums or cultural venues - learning and connecting to stories."

"A craft night for visitors or locals that offers a paint night or sign making"

"More outdoor options with live music and casual fare."



"More night open air Christmas type of market."

"Outdoor night events including local performances of music, dance or related seasonal shows or sharing."

"A outdoor concert with beer garden."

"Not sure if they have outdoor movies showing on the main village stage - could be popcorn, drinks, sit on the ground, bring a blanket etc."

Highlights

WHISTLER NIGHT-LIFE HIGHLIGHTS

Among comments about Whistler's nightlife, highlights include: Live music, food, customer service, atmosphere, and general variety



Live music was often mentioned as a highlight in night-time entertainment



Visitors enjoy the atmosphere in Whistler's many establishments



Visitors enjoy high quality food and customer service in restaurants, pubs, and cafes



Visitors appreciate that Whistler offers a variety of night-time entertainment experiences



"Going to the bars and pubs listening to live music at the GLC and Longhorn."

"Duhb Linn Gate - great atmosphere and live music."

"We liked the live music bar and the large pub with DJ where you could watch the bikers come down the mountain."

"GLC / Garfs hosts really awesome live music nights."



"Rimrock - Great food and service. You know what you are getting. Consistently great."

"Dubh Linn Gate - Great Staff, live music and food. Remember my name from almost a year ago! Turkey pot pie for thanksgiving and the Red Chair band."

"21 steps - They have great food, are great with the kids and efficient service."

"Araxi, Bearfoot Bistro, Mallard Lounge - Great drinks and food and service. Have been many, many times."



"Tapleys Pub, whilst having a chill atmosphere during the day into the afternoon, when the suns shining and you can sit outside and watch the village stroll and have a couple of drinks with your pals. But then they play a lot of live music and have games nights, which can get pretty rowdy, it's in a central location close to the night clubs, so it's easy to go there for some drinks before you go underground for the night. All the bartenders are awesome and super friendly!"

"The Fairmont has a lovely lounge with an elegant, yet comfortable atmosphere. The food is delicious and their comfortable seating encourages people to interact."

"Araxi. Love the atmosphere, food, and service. Also cozy and not too big/crowded."

"Garfs is just the place to go underground and party."



"No particular venue is our favourite. We just stroll around and pop in to any venue that looks fun/interesting."

"Great restaurants; actually like two different ones. One is very upscale and exclusive and the other a great gastro-pub."

"Visiting the bars and restaurants, cannot remember the names but loved them all as they had a fantastic atmosphere and friendly welcoming service."

"Any bar in the village it was so enjoyable and what an experience."

"I enjoyed delicious food in many interesting restaurants. Cannot remember specific names of them. We tried somewhere different almost every night that we were there."

Favourite Whistler Venue, Why?



#1: Bars & Pubs by Name

(373 mentions)

- Dubh Linn Gate (77)
- Excellent variety in the bar/pub scene (45)
- Garibaldi Lift Co. (35)
- Longhorn Saloon (26)
- Mallard Lounge (25)
- Brewhouse (24)
- Keg Steakhouse & Bar (22)
- Bar Oso (20)



#4: Night Clubs by Name

(52 mentions)

- Buffalo Bills (24)
- Garfinkels (15)
- Tommy's Whistler (10)
- General night club scene, Maxx Fish and Moe Joe's (1 each)



#2: Restaurants & Cafes by Name

(287 mentions)

- Strength of dining scene (74)
- Araxi Restaurant & Oyster Bar (29)
- 21 Steps Kitchen + Bar (23)
- El Furniture Warehouse (19)
- Earl's Kitchen & Bar (14)
- Bearfoot Bistro (12)
- Rimrock Cafe (10)
- Red Door Bistro, Mongolie Grill and Old Spaghetti Factory (9 each)



#5: Whistler Village

(33 mentions)

- For some guests, exploring the Village Stroll was a nighttime activity unto itself (10)
- Festivals, Events & Animation initiatives were cherished memories for some guests, including attending the Outdoor Concert Series (9), watching the Fire & Ice Show (3), and the ice skating at Whistler Olympic Plaza (3)



#3: All About the Atmosphere

(234 mentions)

- Availability and quality of food service was a notable factor in the overall experience (93)
- Live music left a big impression, and often led to a more memorable experience (45)
- The patio experience was a highlight (20)
- Going out with (or without) family members impacts their decisions (18)
- Guests enjoyed watching sports (19) and partaking in Happy Hour specials (14) as part of the experience
- Club or DJ music (11) and dancing (7) stood out
- People watching (6) and mingling with Whistler locals (5) contributed to guest enjoyment



#6: Planned Activity or Event

(25 mentions)

- Guests often paired a movie at Village 8 Cinemas with dinner as a 'night out' (11)
- Vallea Lumina stood out as a new and unique nighttime experience (5)
- Other pre-booked activities like the Mountaintop BBQ series (2), snowmobile tours (1), Forged Axe Throwing (1) and Escape! Whistler (1)
- Evening cultural events and activities also resonated with guests, including Snowed In Comedy Tour, Maury Young Arts Centre and the Whistler Wine Walk (1 each)

"Any bar in the Village! It was so enjoyable and what an experience."

"Visiting the bars and restaurants: loved them all as they had a fantastic atmosphere and friendly, welcoming service."

"There is an Irish pub we enjoy going to at the base of Blackcomb. It's got a combination of a vibrant atmosphere, a great place to kick back and relax and the live music is always a bonus too. Add in the welcoming nature and it's easy to see why we always return."

"Late dinner at any of the top restaurants - good vibe, happy atmosphere."

"I enjoyed Araxi and their lounge Bar Oso. Really good food. Good service. Nice atmosphere. Easy to get to. Trendy."

"Mallard Lounge for music, Teppan Village for dinner, Cinnamon Bear Bar for sports and music, and Earl's for Happy Hour."

"It was a laid back pub with a little live music and lots of people."

"GLC: Great atmosphere and good food. Superb live music but needs to be on longer."

"The Longhorn and Buffalo Bills because it's fun, loud and great atmosphere. Also we love the fine dining of Araxi at dinner."

"During the summer we enjoy the outdoor entertainment and concerts."

"Vallea Lumina: it was different, fun and cool."

"We enjoyed the skating arena for the kids and the movie theatre."

Appendix: Analysis

ANALYSIS

- When going out at home, night-lifers prefer to go to food establishments (4.4 out of 5), entertainment venues (3/5), bars (2.9/5) art venues (2.5/5) and recreation venues (2.3/5)
- About three quarters of night-lifers went to an indoor night-time entertainment venue on their most recent trip to Whistler. Most went to a food primary establishment (93%) or a bar (59%). Night-lifers were less likely to go to an entertainment (11%), art (10%) or recreation venue (5%)
 - Entertainment venues were the second highest preferred venue type but only 11% of night-lifers said they visited one in Whistler. **Whistler has an opportunity to increase the number of entertainment venues for concerts and live shows to align with venue preferences**
 - Night-lifers 35 and older are most likely to prefer entertainment venues
- Night-lifers are generally happy with the amount of food service and bar establishments in Whistler. Over half (60%) said the number of food service establishments should stay the same and about three quarters (74%) said the number of bars should stay the same
 - Among those who think Whistler should offer more food primary establishments, about one third (34%) would like to see more casual restaurants and 15% would like more small bars
- Despite ranking lowest among preferred venue types, over half (53%) of night-lifers think Whistler should offer more indoor recreation venues (53%)
 - Night-lifers between 18 and 24 (100%) and 25 to 34 (68%) were most likely to want more indoor recreation venues in Whistler and night-lifers 55 years or older were the least likely (34%).
 - Aligned with their request for more indoor recreation venues, over a third (38%) of night-lifers also want them to stay open later. **There is an opportunity for Whistler to develop it's night-time entertainment offering with an indoor recreation experience. Comments also suggest that night-lifers are willing to pay for night-time entertainment by attending ticketed experiences (e.g. performances, concerts, unique experiences)**
- A third of night-lifers want food establishments to stay open later. More specifically, they are looking for more time at casual restaurants (27%) and pubs (21%). **There is an opportunity for these types of establishments to extend their business hours to service those who are looking for a late night dining experience. There is also an opportunity for Tourism Whistler to communicate the available late night options**
- In general, night-lifers are most influenced by venues that provide food service (4.6), happy hour (4.1), alcoholic drinks (3.9), live music (3.7), interactive experiences (3), a dance floor (2.7), and are open to minors (2.6)
- Most night-lifers agree that the most important attribute (food service) is offered in Whistler's night time entertainment venues (4.4). Night-lifers are slightly less likely to agree that happy hour, the second most important attribute, is offered in Whistler's night-time entertainment venues. **There is an opportunity to increase communication for happy hour specials in Whistler**
- While alcoholic drinks are less important (ranked third), almost all night-lifers agree alcoholic drinks have a high presence in Whistler
- Venues with dance floors (3.7) and those that are open to minors (3.3) are well represented in Whistler, but are less important to those going out at night
- While night-lifers generally describe Whistler's indoor night-time entertainment venues positively, they are less likely to think Whistler's food (51%) and bar (46%) establishments are unique. Night-lifers are also less likely to describe Whistler's food (33%) and bar (38%) establishments as affordable. **As happy hour is an important attribute for night-lifers when deciding on a venue, there is an opportunity to better communicate when and where happy hour is available.**
- Some night-lifers suggest a need for "hybrid" or "cross-over" experiences combining two or more night-time entertainment elements in to a single venue. For example, some suggest Whistler could benefit from a lounge that incorporates board games, a coffee shop but with high-end pub and drinks, and a bowling alley and/or movie theatre that also serves food and drinks. **Since Whistler already has many of these experiences, there is an opportunity to communicate where visitors can find "hybrid" or "cross-over" venues. There is also opportunity to pair existing night-time entertainment experiences together to connect night-lifers with a hybrid-like experience (e.g. dinner and a movie)** For more examples, see appendix on page 14.
- Some night-lifers also suggest more options for a mature customer. For examples see appendix on page 14.

Appendix: Comments

HYBRID / CROSS-OVER EXPERIENCE COMMENTS

"If we're looking for new(ish) stuff... Figure out food and alcohol for a bowling alley/arcade/sports etc. I know it's a big space and rent will be high, but between locals and tourists, with the right balance of family and proper night time shenanigans (underground means it can get loud at night, right) it could fly. Even adding little stuff like Pangea has with games would help."

"An evening of dinner, coupled with an unique entertainment venue."

"Dinner/ Bar concept would be good to see. Also a party bowling alley/ arcade for adults. Cool vibe, drinks, music etc."

"Glass globe huts surrounded by snow/nature, warm wooden seats almost sauna like, fire in centre in winter and ice or waterfall in summer, round seating for dining, quiet music, standing space at bar."

"Add in a set of transition zones for activities like pool, darts and table top game boards with just conversation as the back drop and it's like a pub."

"I would enjoy a Brooklyn-Bowl type venue offering dependable live music, food, alcohol, and games."

"I'd love to see more wine & art & snacks. I'd also be totally open to something with a fitness theme like a good workout at the rec centre followed by a meet up later for food and wine. Or in the summer a evening hike followed by dinner/wine."

"A bar playing popular music and offering different recreational activities inside."

"Casual and Cafe Restaurants that stay open later. More Cultural Restaurants with entertainment bowling, movie theatre, late night shopping."

"A venue with multiple types of entertainment. Sports bar on the first floor, stage on the 2nd floor and a dance floor (club) on the third floor."

"More recreational activities - not billiards! Interactive venues. Activities at Museums or cultural venues - learning and connecting to stories."

"In Vancouver there are bars that have a nightclub atmosphere but they also have many various games from novelty board games like giant jenga to arcade games, old fashioned bowling, pool tables, mini golf etc - that would be fun!"

MATURE NIGHT-LIFE COMMENTS

"There are so many good restaurants in Whistler, so many places to drink the night away. But most haven't changed much in the 20 years since I first starting coming to Whistler. Despite having more income to spent on fine dining, I've become more and more dissatisfied with the experience each year since I've turned 30 (I'm 43). Whistler seems to cater to the very young and the very old. The middle is lost. The establishments that come to mind offer better music (live and DJ), more thoughtful and authentic ambiance (hi or low), and often blur the line between dining, drinking, and entertainment: restaurants that turn into make-shift dance clubs after 11, pubs & bars that reliably offer live music, themed bars offering some activity or another, cabarets, etc. There is so much potential to improve things with the infrastructure that is already in place."

"Either a bigger nicer nightclub. Or adult only activities such as bowling, arcade bar, nighttime sport Events."

"Something more "games" focused, not like a 19 year old party-party nightclub. People are looking for something DIFFERENT!"

"I think a bar that has options, like some board games, good food and drinks, maybe some shuffleboard. Too many of the bars in whistler cater to the rowdy nightclub scene/crowd."

"It's getting very difficult to find "grownup" weekends in Whistler. There is an event every weekend, never a nice relaxing low key 'classy' weekend anymore. We would go more often if we could relax there, but it's all bikes boards skiing and parties. Not everyone wants that."

"All nightclubs and bars with entertainment are for people under 40 (mainly TOO LOUD) and too expensive for working people. Not conducive to meeting friends and talking. Therefore we get together at someones home/cabin."

Appendix: Night-life Segments

18 to 24 years old

8% of respondents



80% household
income of \$100k
or less



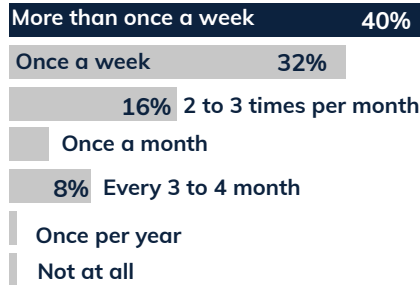
96% no
children

79%

Went to an indoor night-time
entertainment venue on their
most recent trip to Whistler

Youngest of all segments, the majority (72%) of these nightlife enthusiasts go out at least once a week to restaurants, bars, and entertainment venues. They are most influenced by places that offer happy hour specials, alcoholic drinks, and a dance floor. In Whistler, they are the most likely segment to go to small bar (100%) or a night club (78%).

Frequency



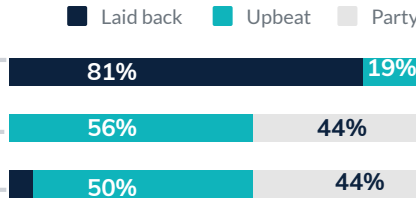
Important attributes when deciding on a venue*

Happy Hour	4.2
Alcoholic Drinks	4.1
Dance Floor	3.9
Food Service	3.8
Live Music	3.8

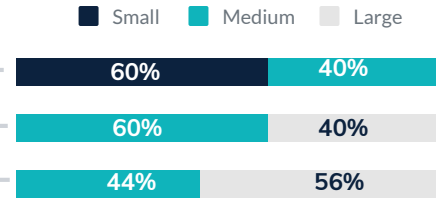
Venue Preferences*



Atmpohere Preferences

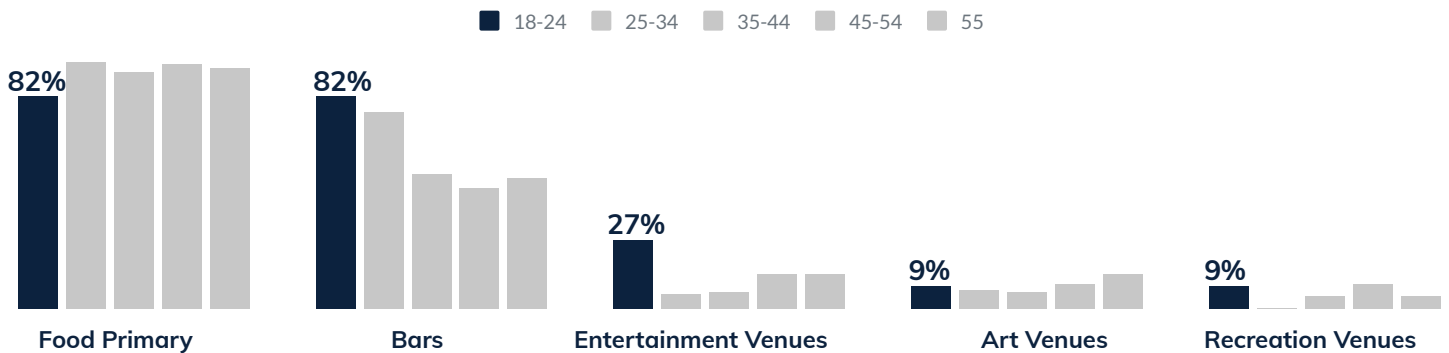


Crowding level Preferences

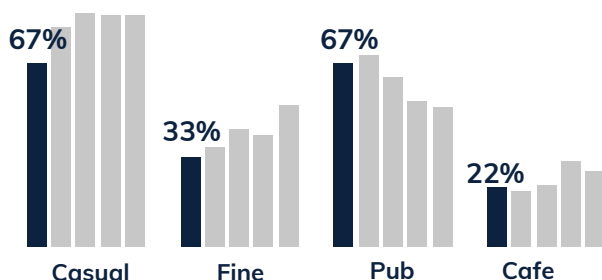


*Ranked on a scale from 1 to 5. The higher the score the more important / preferable the attribute / venue

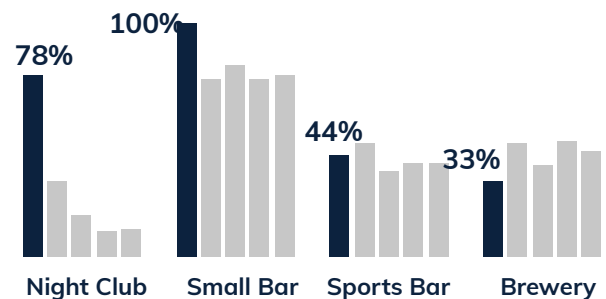
WHISTLER VENUES VISITED



Among those who went to a food primary establishment:



Among those who went to a bar:



Appendix: Night-life Segments

25 to 34 year olds

28% of respondents

55% household
income
of \$100k or
more

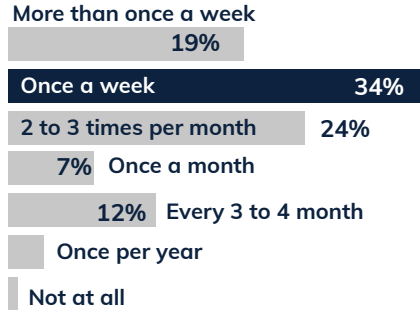
86% no
children

67%

Went to an indoor night-time
entertainment venue on their
most recent trip to Whistler

Second youngest and largest of all segments, over half of these active night-lifers have an income of \$100,000 or more and are likely not to have children. About a third go out once a week to food primary establishments, bars and entertainment venues. They select venues that offer food service, happy hour, and alcoholic drinks. In Whistler they like the laid back atmosphere in casual restaurants, pubs, and breweries.

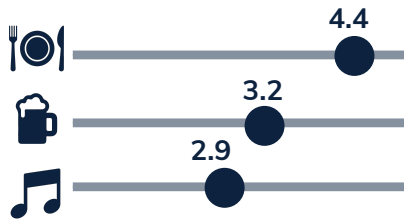
Frequency



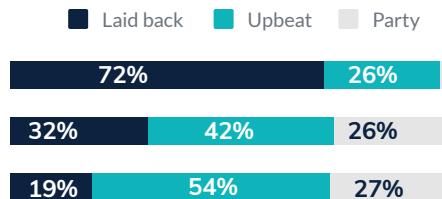
Important attributes when deciding on a venue



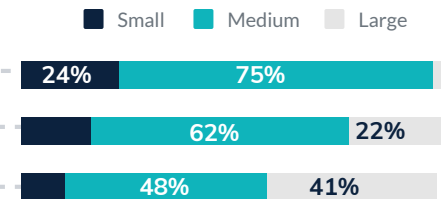
Venue Preferences



Atmposphere Preferences

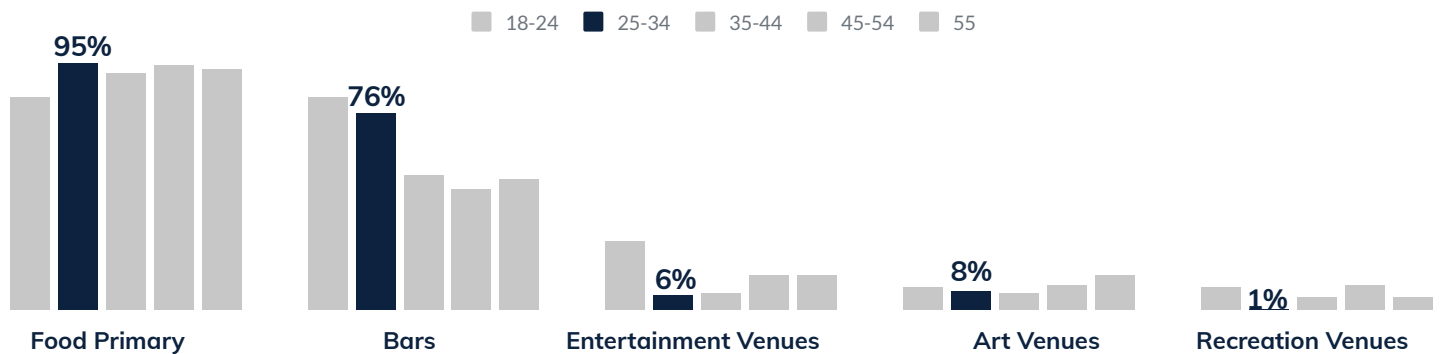


Crowding level Preferences

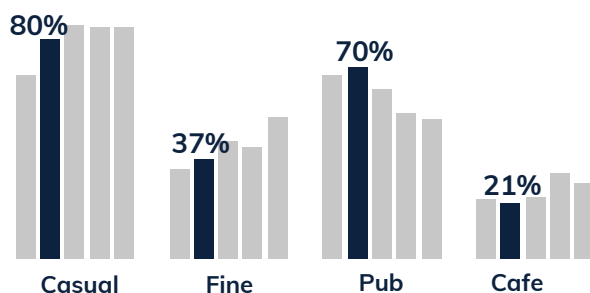


*Ranked on a scale from 1 to 5. The higher the score the more important / preferable the attribute / venue

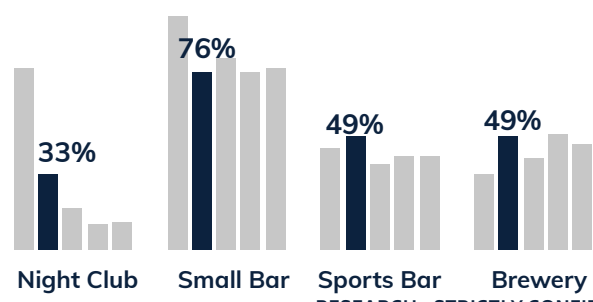
WHISTLER VENUES VISITED



Among those who went to a food primary establishment:



Among those who went to a bar:



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Appendix: Night-life Segments

**35 to 44
years old**

23% of respondents


70% household
income
of \$100k or
more

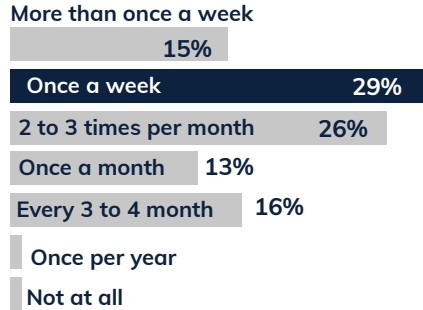

50% children
at home

75%

Went to an indoor night-time
entertainment venue on their
most recent trip to Whistler

Making up about a quarter of all segments, these engaged night-lifers go out about once a week (29%). Compared to the younger segments, entertainment venues and food primary establishments are slightly more important to this age group than bars. While 35 to 44 year olds are less likely to go to a bar in Whistler than those younger than them, their preference is for small bars with a laid back atmosphere and medium size crowd.

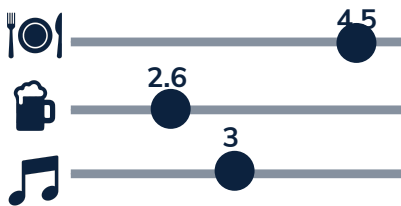
Frequency



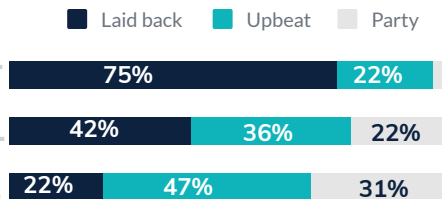
Important attributes when deciding on a venue



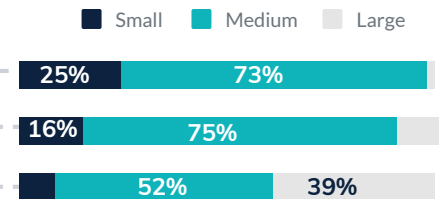
Venue Preferences



Atmpohere Preferences

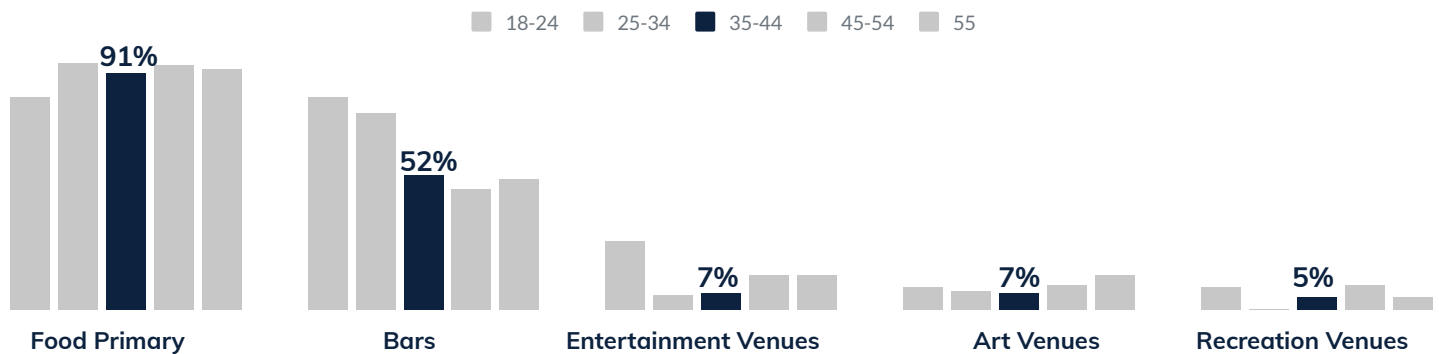


Crowding level Preferences

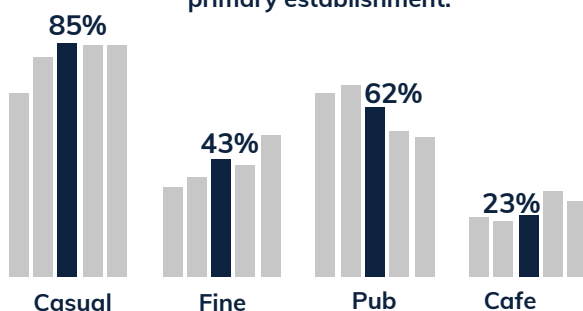


*Ranked on a scale from 1 to 5. The higher the score the more important / preferable the attribute / venue

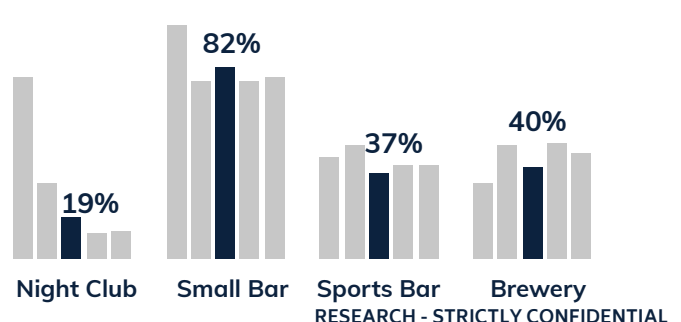
WHISTLER VENUES VISITED



Among those who went to a food primary establishment:



Among those who went to a bar:




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Appendix: Night-life Segments

45 to 54 years old

21% of respondents

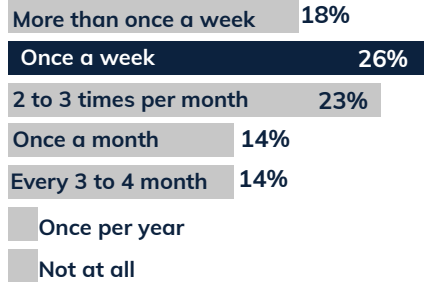
 75% household income of \$100k or more
 62% children at home

79%

Went to a night-time entertainment venue on their most recent trip to Whistler

This segment is the most likely to have children at home and about three quarters (75%) have a total household income of \$100k or more per year. While slightly less engaged with nightlife at home, the majority will experience a night-time entertainment venue when they are in Whistler. Because many have children, this segment is most influenced by venues that are open to minors than any other segment. 45 to 54 year olds are also likely to enjoy evening activities such as performance theatres, art galleries, and movie theatres.

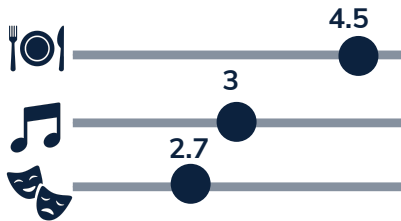
Frequency



Important attributes when deciding on a venue

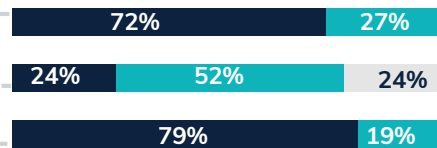


Venue Preferences



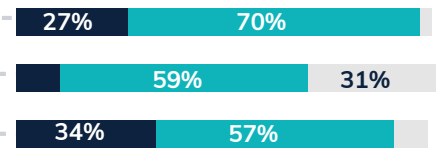
Atmosphere Preferences

■ Laid back ■ Upbeat ■ Party



Crowding level Preferences

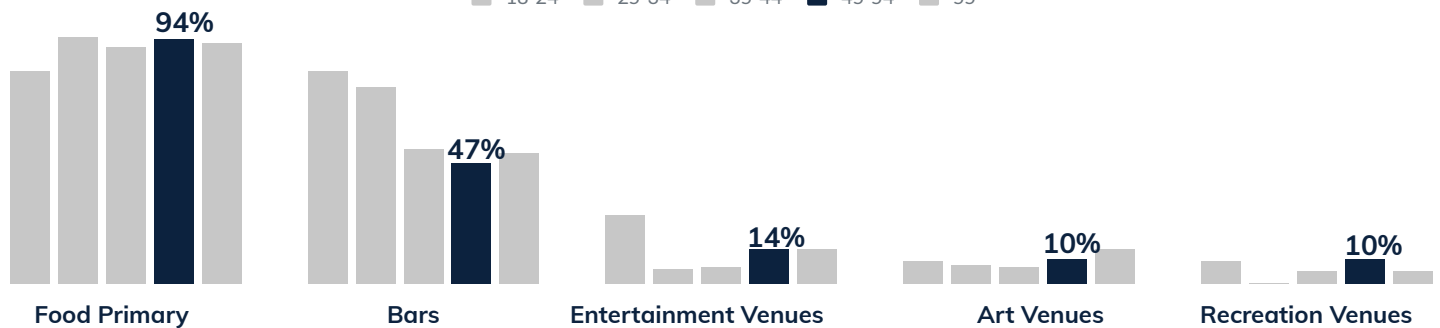
■ Small ■ Medium ■ Large



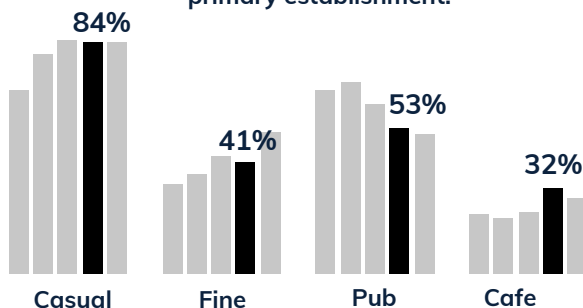
*Ranked on a scale from 1 to 5. The higher the score the more important / preferable the attribute / venue

WHISTLER VENUES VISITED

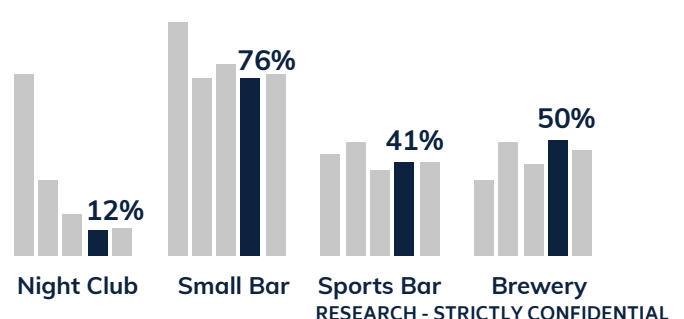
■ 18-24 ■ 25-34 ■ 35-44 ■ 45-54 ■ 55



Among those who went to a food primary establishment:



Among those who went to a bar:



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Appendix: Night-life Segments

55 + years old

20% of respondents

61% household
income of \$100k
or more

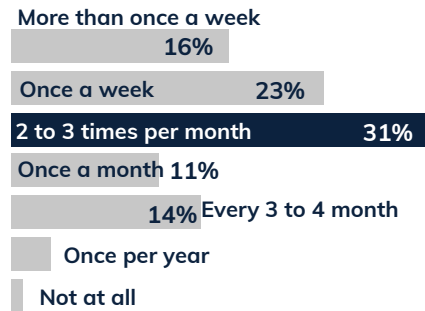
56% children
but not at
home

73%

Went to a night-time
entertainment venue on their
most recent trip to Whistler

Oldest of all segments, just under a third of these visitors go out 2 to 3 times a month. Similar to visitors 45 to 54 years old, they are more likely to enjoy art venues (galleries, performance and movie theatres) compared to younger segments. They are influenced by live music and in Whistler were most likely to go to a fine dining restaurant.

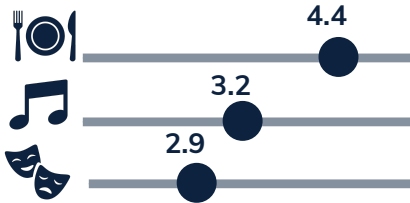
Frequency



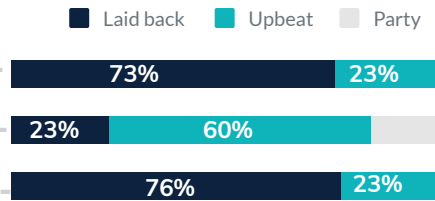
Important attributes when deciding on a venue



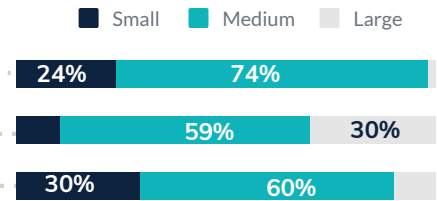
Venue Preferences



Atmosphere Preferences

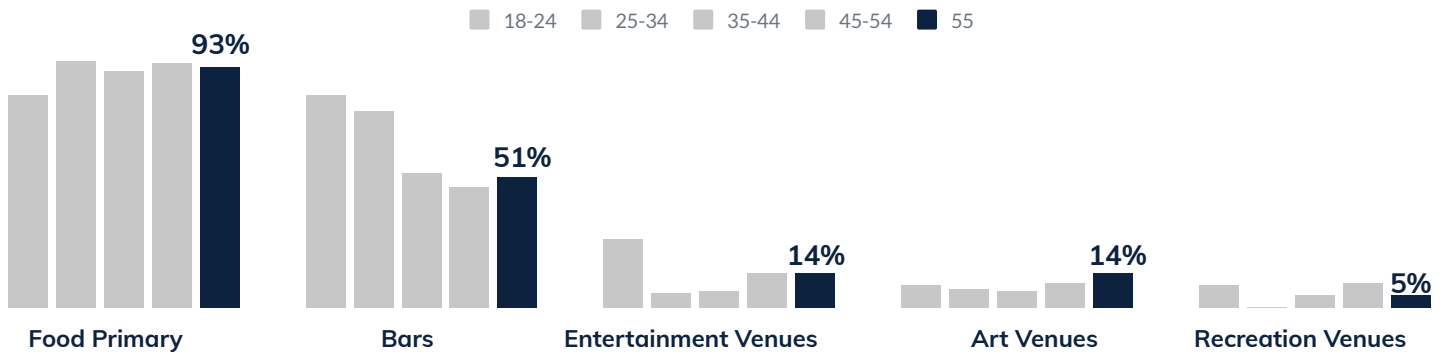


Crowding level Preferences

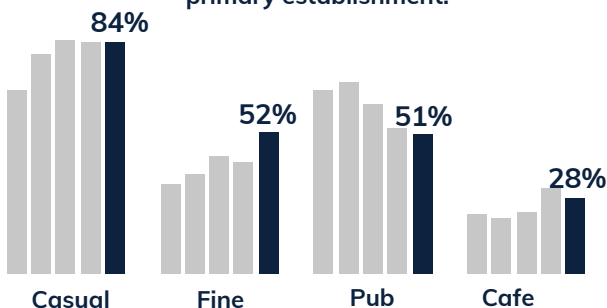


*Ranked on a scale from 1 to 5. The higher the score the more important / preferable the attribute / venue

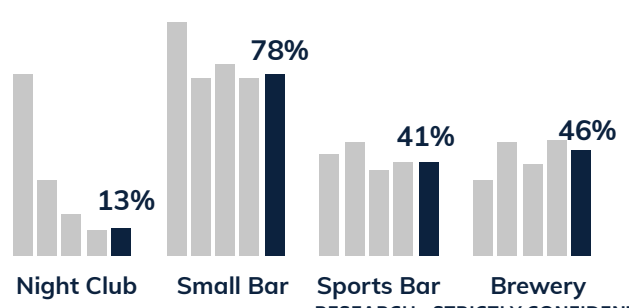
WHISTLER VENUES VISITED



Among those who went to a food primary establishment:



Among those who went to a bar:



RESEARCH - STRICTLY CONFIDENTIAL

Secondary Research

NIGHT-TIME ECONOMY

The term "night-time economy" refers to the entertainment related activities that occur in a destination typically between the hours of 6:00 pm and 6:00 am (1). The purpose of a night-time economy is to stimulate the economy outside of regular business hours by providing various entertainment and recreation based activities. Aside from the economic benefits, destinations are leveraging night-time strategies to increase the desirability of the area both to visit and live (2), create safer cities (2), and create a distinct identity by fostering local brands, services and products (e.g. craft beer; 1).

"A thriving night-time economy does not mean a bar or music venue on every corner. It means a regulated, planned and strategic offer that respects both those who like quiet and those who want to go out." (3)

What other destinations are doing:

Cities like Amsterdam, London and Berlin have appointed a **"night mayor"** who acts as a representative for night-time businesses and seeks opportunities to develop nightlife in the city (4).

Amsterdam has issued **24-hour licenses** some establishments that operate both during the day and at night.

"DeSchool is now one of ten 24-hour licensed venues in the city. So while the building happily whiles away the day as a café, restaurant, co-working space, gym and art gallery, by night it transforms into the most popular venue in the city, a heaving basement club that has sold out almost every weekend since it opened in 2015" (5).

1. <https://www.toronto.ca/legdocs/mmis/2019/ec/bgrd/backgroundfile-134446.pdf>
2. https://britainthinks.com/pdfs/Portman-Group-NTE-October-2017_FINAL-REPORT.pdf
3. https://static1.squarespace.com/static/593eb2a837c58172ed556cbb/t/5b1a972788251bc92cb91c0b/1528469294377/663+SOUND+DIPLOMACY+Night+Time+Booklet_English_V7_small.pdf
4. <https://publicsectordigest.com/article/rise-night-mayor>
5. <https://www.theglobeandmail.com/report-on-business/industry-news/property-report/canada-looks-to-amsterdam-for-a-little-nightmagic/article37179288>

CROSS-OVER / HYBRID VENUES

Cross-over venues are those that acts as at least two types of experiences in the same establishment. Some offer a certain experience during the day and a different experience at night.

Spade, Vancouver: During the day, Spade service Italian coffees, snacks and sandwiches. In the evening, the establishment provides happy hour specials, and transforms into a full service dining room (1).

Forth, Winnipeg: A multi-purpose venue that show cases live music, film screenings, and performance art events. Forth also serves alcohol and coffee to those who want to socialize or spend time working with a laptop. Forth also hosts events like cocktail workshops (1).

Art House Moscow, Moscow: Equal parts art gallery and restaurant, Art House Moscow features locally sourced ingredients and pop-up art exhibitions (2)

1. <https://blog.viarail.ca/2018/03/15/crossover-cafes-mixing-coffee-culture-and-nightlife/>
2. <https://www.trendhunter.com/trends/art-house-moscow>

UNIQUE EXPERIENCES

Demand for unique experiences is on the rise; "people are looking for a surprise, something that makes them go 'whoa, what is that?'" (1). Examples of experiential nightlife include:

Top Golf, various cities USA: TopGolf brings food, drinks, live music and the experience of a driving range.

Flatstick Pubs, Seattle: Local craft beer focused pubs that include challenging and unique mini-golf courses and other golf inspired games

Spin Social Club, various cities USA and Canada: A ping-pong themed club also serving food and alcohol and open to minors before 9:00 pm

1. <https://topgolf.com/us/>
2. <https://flatstickpub.com/>
3. <https://wearespin.com/>

Secondary Research

ALCOHOL CONSUMPTION

Consumer preferences are shifting away from traditional alcoholic like beer and wine, to "low or no" alcoholic beverage choices. This change in alcohol consumption is due to a focus on health and desire to drink less alcohol. As consumers becomes more health conscious, they are opting for low carb / sugar beverages like "hard seltzers" (e.g. Nude, Neutral, White Claw) or non-alcoholic wine and beer.

<https://home.kpmg/xx/en/blogs/home/posts/2019/08/five-trends-transforming-the-beverage-industry.html>

<https://beveragedynamics.com/2019/07/10/11-alcohol-trends-to-watch-in-2019-20/>

<https://www.theguardian.com/business/2019/jan/04/low-and-no-to-extreme-craft-drink-trends-2019>

<https://www.forbes.com/sites/thomaspellechia/2019/02/20/lowno-alcohol-beverages-are-in-the-worldwide-future-says-latest-report/#7a99202c1c85>