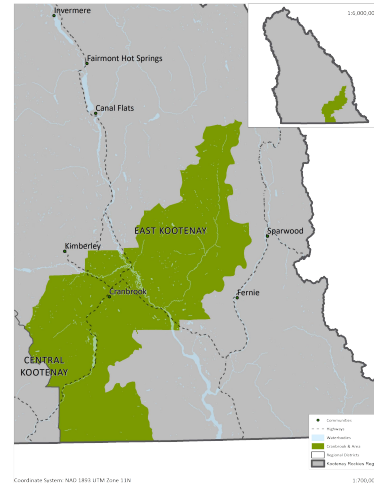


# Assessing Resident Sentiment

## CRANBROOK & AREA

### INTRODUCTION

Selkirk College, in partnership with Kootenay Rockies Tourism Association (KRT), conducted a voluntary and anonymous survey of residents of the Kootenay Rockies region from January 11 to 18, 2021. The purpose of this research is to help KRT understand how residents perceive tourism during the COVID-19 pandemic, support the communities to safely welcome back tourism when the time is right, and provide guidance that allows tourism businesses in the region to maintain their social license to operate during a pandemic. This report summarizes results that are specific to the geographic consolidation. Full regional results and more in-depth analysis is included in a separate report.



**Figure 1:** Cranbrook & Area, Kootenay Rockies region, British Columbia. This area encompasses the City of Cranbrook, Regional District of East Kootenay Electoral Area C, Cassimayooks (Mayook) 5, Isidore's Ranch 4, and Kootenay 1.

### RESPONDENT DEMOGRAPHICS

In total, 1080 surveys were completed across the Kootenay Rockies region and Cranbrook & Area accounted for 7% of the total (n=79).

#### Residency

Type of Resident	Respondents (%)
Primary	99%
Secondary	1%
No answer	0%

#### Gender Identity

Gender Identity	Respondents (%)
Female	56%
Male	41%
Other	0%
Prefer not to answer	4%
No answer	0%

#### Age Group

Age Group	Respondents (%)
19-24	4%
25-34	9%
35-44	20%
45-54	18%
55-64	28%
65+	22%
No answer	0%

#### Tourism Income

Tourism Income	Respondents (%)
Yes, all of my income	20%
Yes, part of my income	5%
No income from tourism	75%
No answer	0%

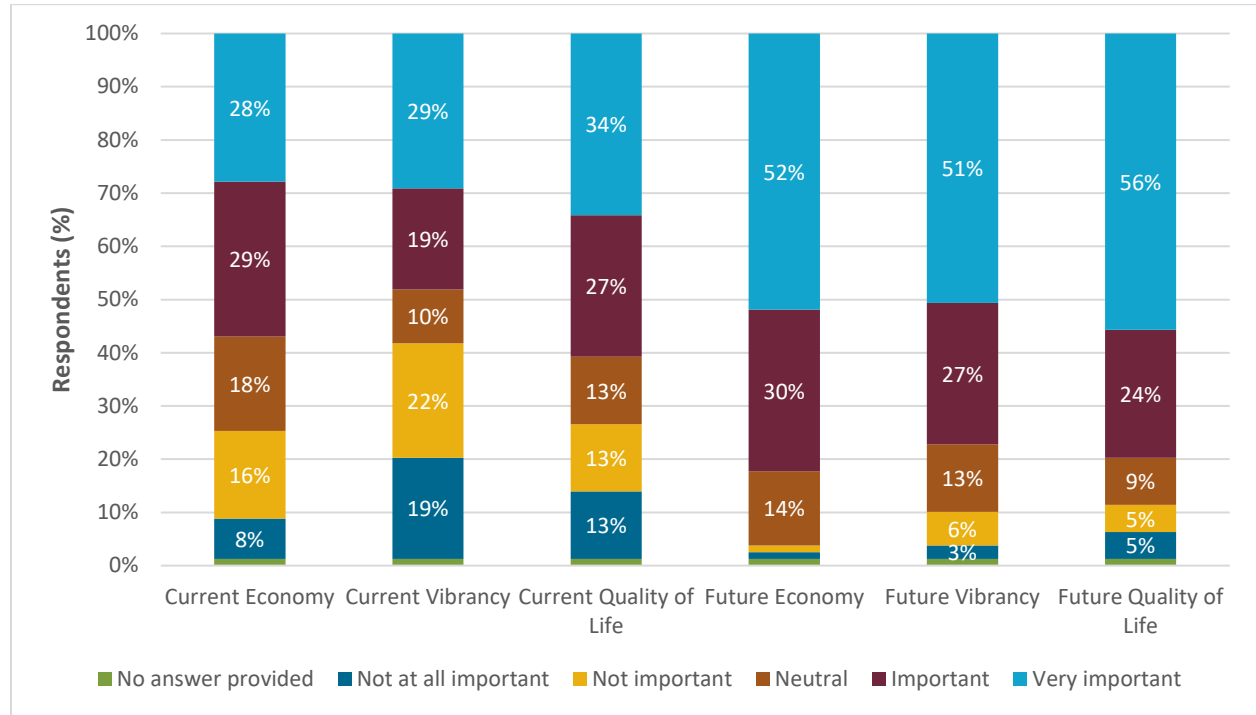
#### Sector of Employment

Sector of Employment	Employed (%)
Accommodation	4%
Agriculture	0%
Arts & Culture	5%
Construction	1%
Educational Services	15%
Finance/Insurance	4%
Food Services	1%
Forestry	0%
Health Care	4%
Manufacturing	3%
Mining/Oil & Gas	3%
Non-Profit Services	1%
Other	5%
Professional Services	13%
Public Administration	1%
Retail	9%
Retired	25%
Tourism/Outdoor Rec	4%
Transport	1%
Unemployed	1%

# Assessing Resident Sentiment

## Importance of Tourism

Respondents were asked to rate the importance of tourism, from their perspective, in supporting the economy, vibrancy, and quality of life in their community.<sup>1</sup> They were asked to consider this question for two timeframes: at the time of the survey (during the COVID-19 pandemic), and in the future (after the COVID-19 pandemic).



Respondents were also asked to elaborate on the answer they provided to this question via an open-ended response. The top two themes were the economic benefits associated with tourism (35%), and concerns with tourism during the COVID-19 pandemic (19%).

*“The Covid-19 pandemic has been declared a global emergency. The spread of Covid-19 can be limited by reducing travel and implementing travel bans between provinces and countries. The Kootenay region is an area full of smaller communities that become more crowded when tourists from Alberta and elsewhere visit. Once the health risks from Covid-19 are eliminated, by means of vaccine distribution and widespread immunity, we should return to welcoming out-of-province visitors. I rated post-pandemic tourism as being very important because the substantial amount of money visitors spend boost the economy and jobs for local residents. The tourism sector also boosts the vibrancy by contributing to the size and scale of festivals and public events, as well as improving services and amenities.”*

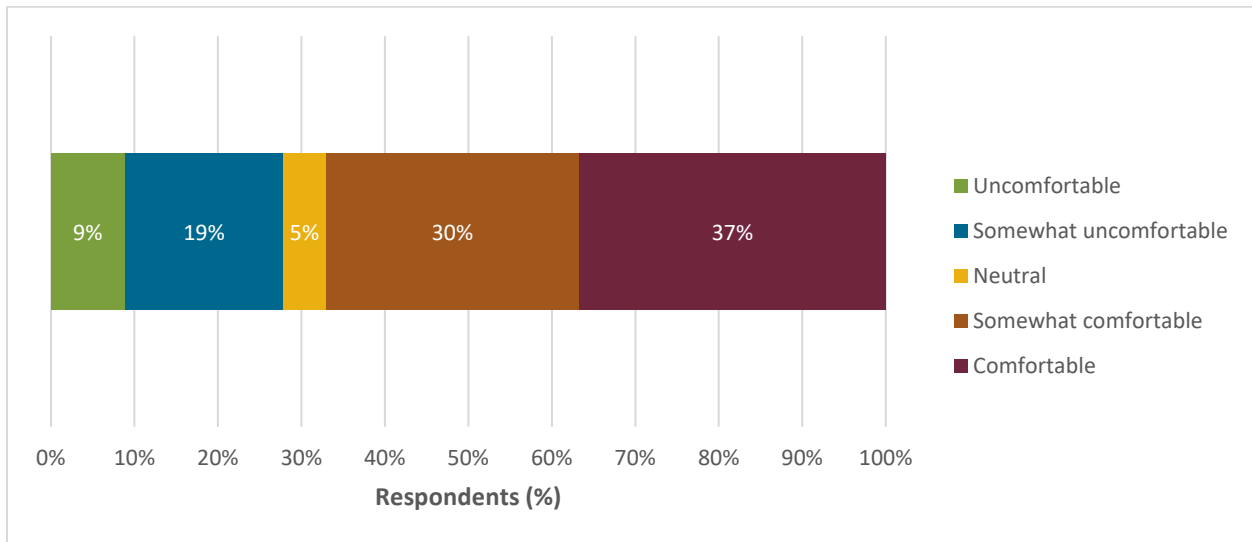
<sup>1</sup> The variables of community well-being were defined as follows:

- Economy: jobs, revenue for businesses, etc.
- Vibrancy: festivals and events, dining and shopping options, lively downtown, etc.
- Quality of life: recreation opportunities, services and amenities, affordability, etc.

# Assessing Resident Sentiment

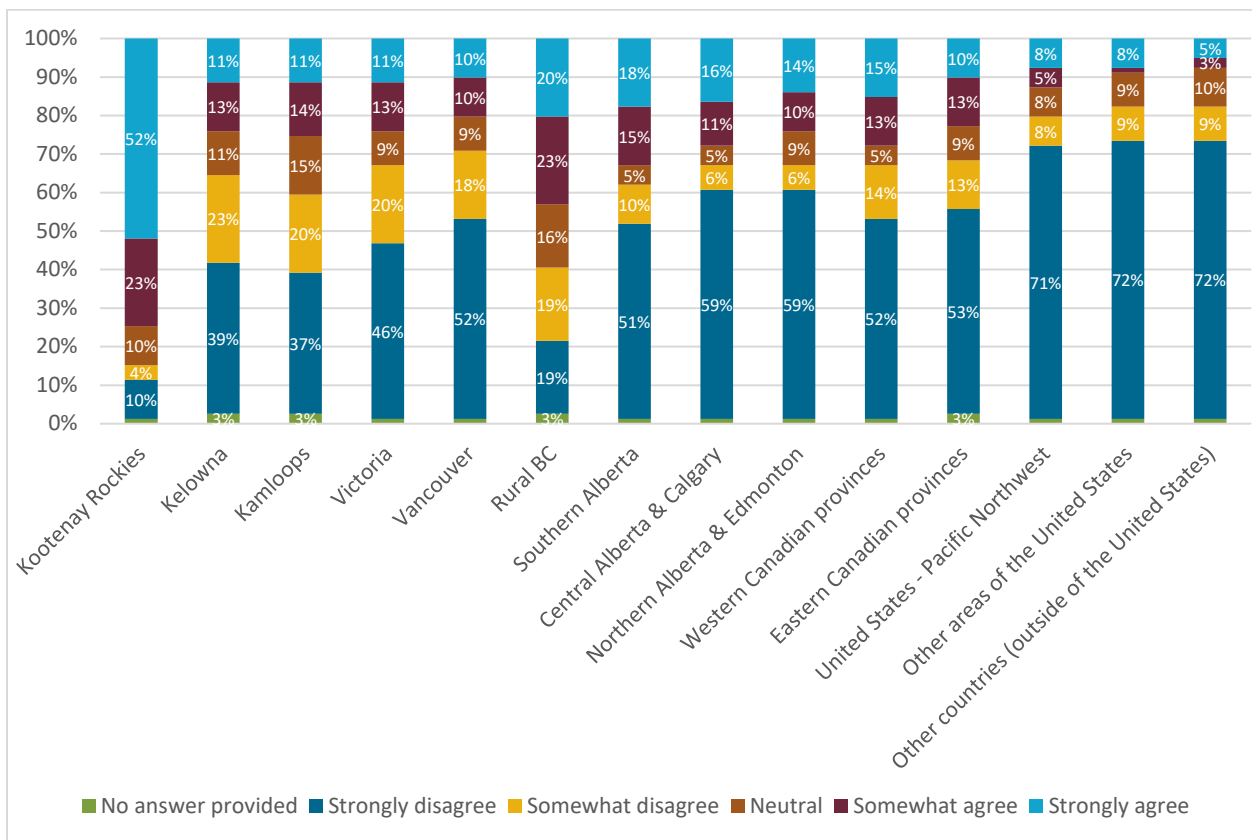
## Comfort Visiting Local Businesses

Respondents were asked to rate their level of comfort visiting local businesses in their community.



## Comfort with Welcoming Visitors

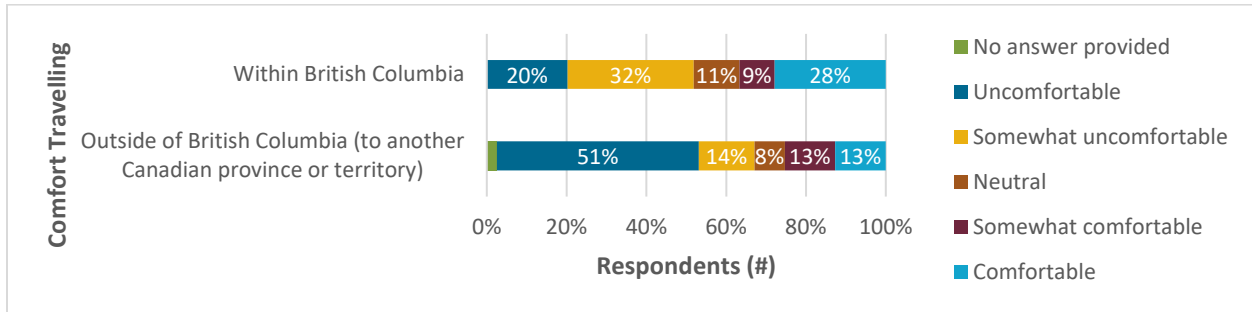
Respondents were asked to indicate their level of agreement with statements related to welcoming visitors.



# Assessing Resident Sentiment

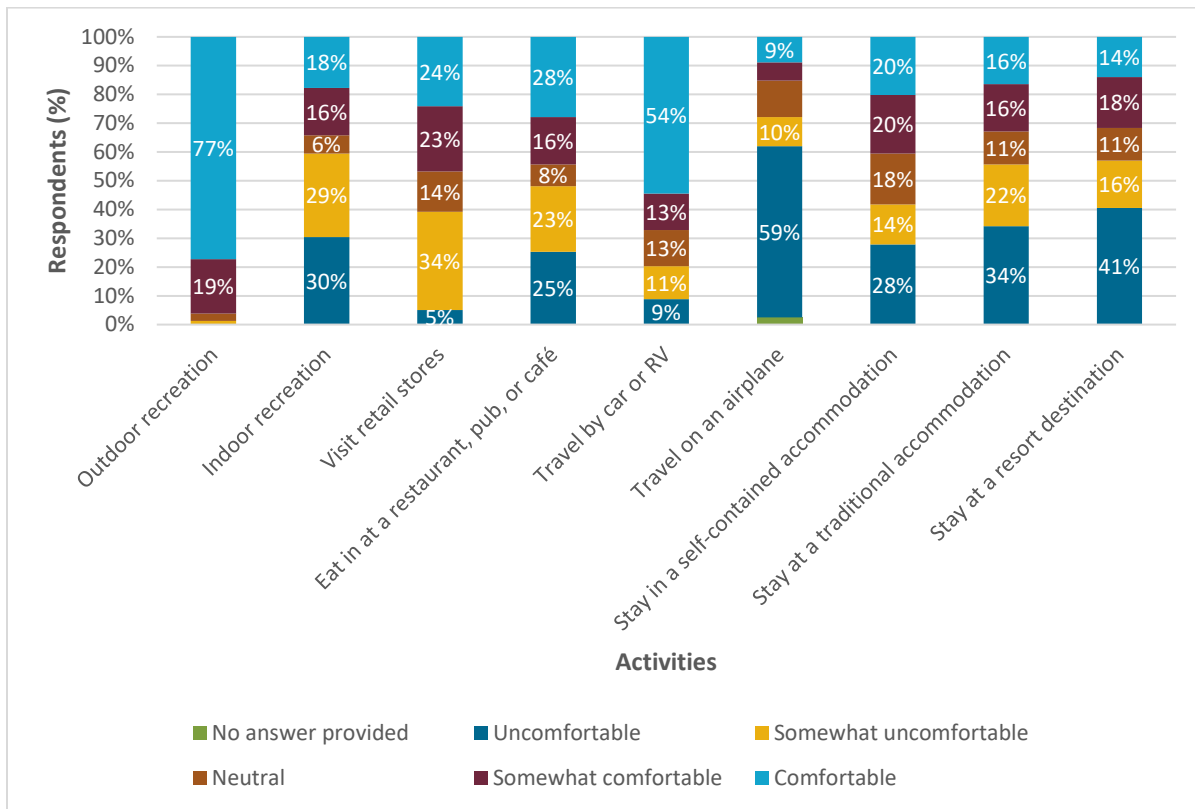
## Comfort Travelling

Respondents were asked about their level of comfort with travelling within and outside of British Columbia to Canadian provinces or territories.



## Comfort with Activities

Respondents were asked to rank their level of comfort with participating in various activities<sup>2</sup> given the pandemic conditions at the time of the survey.



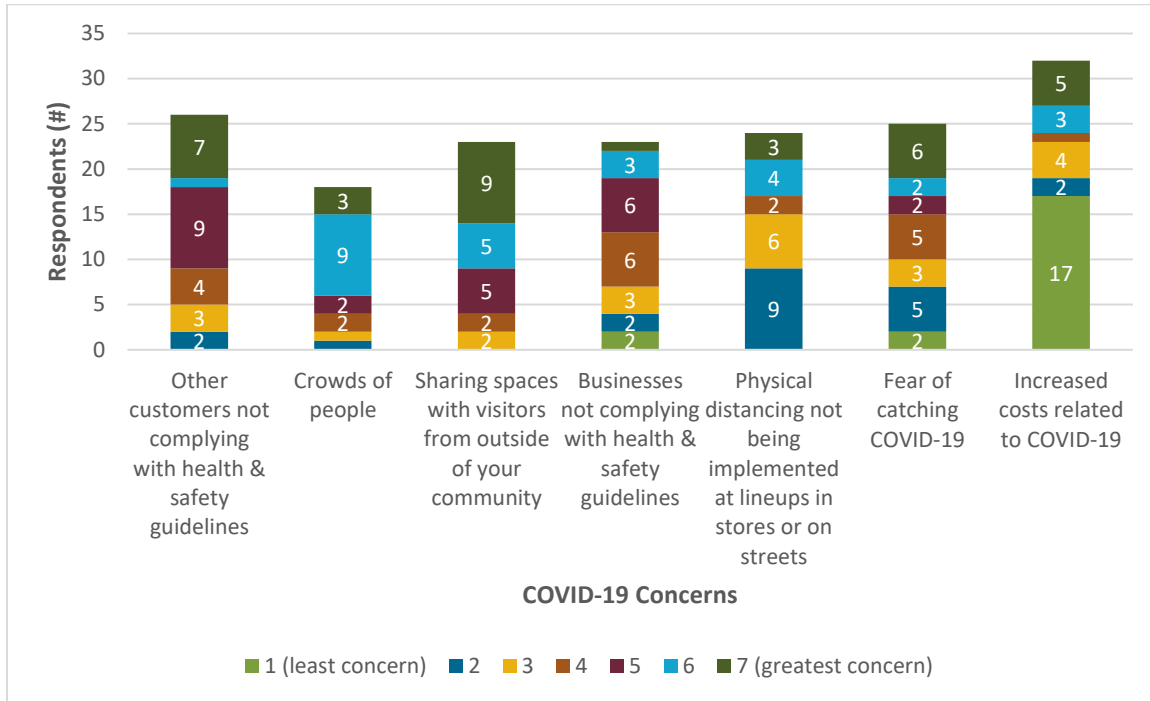
<sup>2</sup> Some activities were defined as follows:

- Outdoor recreation (walk, hike, bike, ski/snowboard, snowshoe, paddle, etc.)
- Indoor recreation (visit a museum, art gallery, tasting room, gym, public swimming pool, etc.)
- Visit retail stores (clothing, furniture, etc.)
- Stay in a self-contained accommodation (vacation rental, condo, cabin, etc.)
- Stay at a traditional accommodation (hotel, motel, etc.)
- Stay at a resort destination (vineyard, hot springs, spa, etc.)

# Assessing Resident Sentiment

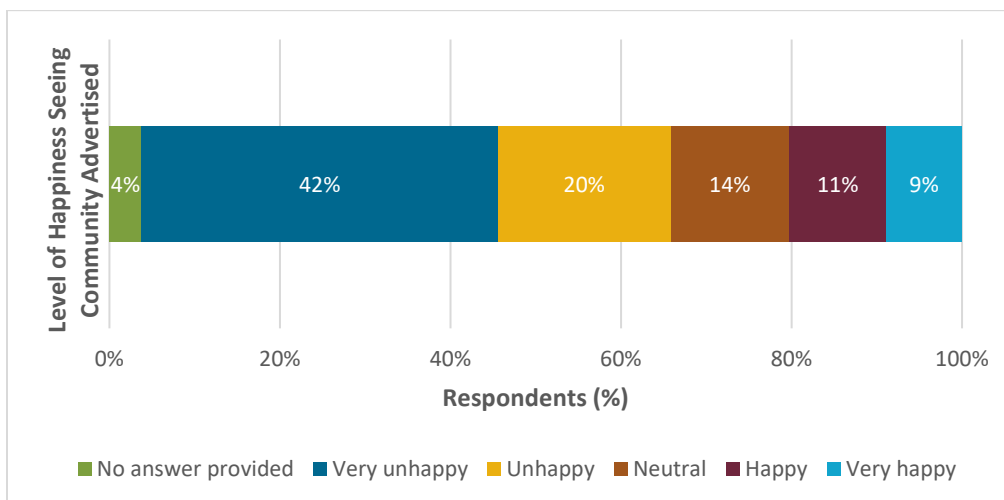
## COVID-19 Related Concerns

When asked if they have any COVID-19 related concerns when visiting local businesses and attractions in their community, 49% of respondents agreed. These respondents were then asked to rank a pre-populated list of concerns related to COVID-19 from least (1) to greatest (7) concern. The response rate for this question is low because survey respondents experienced difficulty completing this question.



## Level of Happiness Seeing Community Advertised

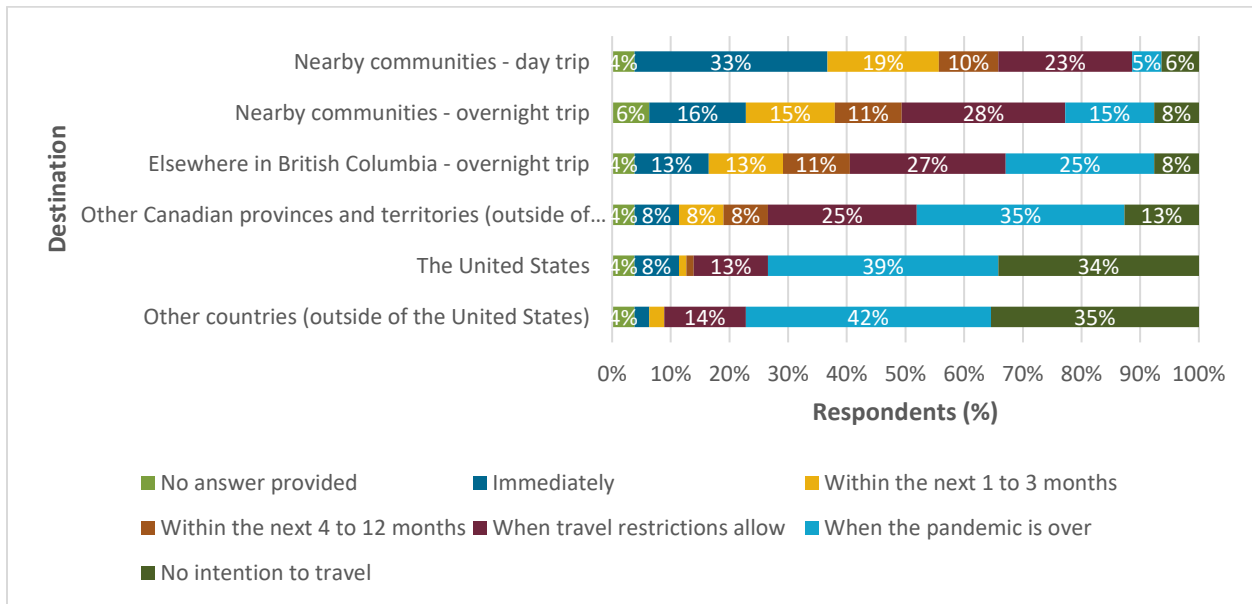
Respondents were asked to rate how they would feel if they saw an advertisement promoting their community as a place for people to visit at that time.



# Assessing Resident Sentiment

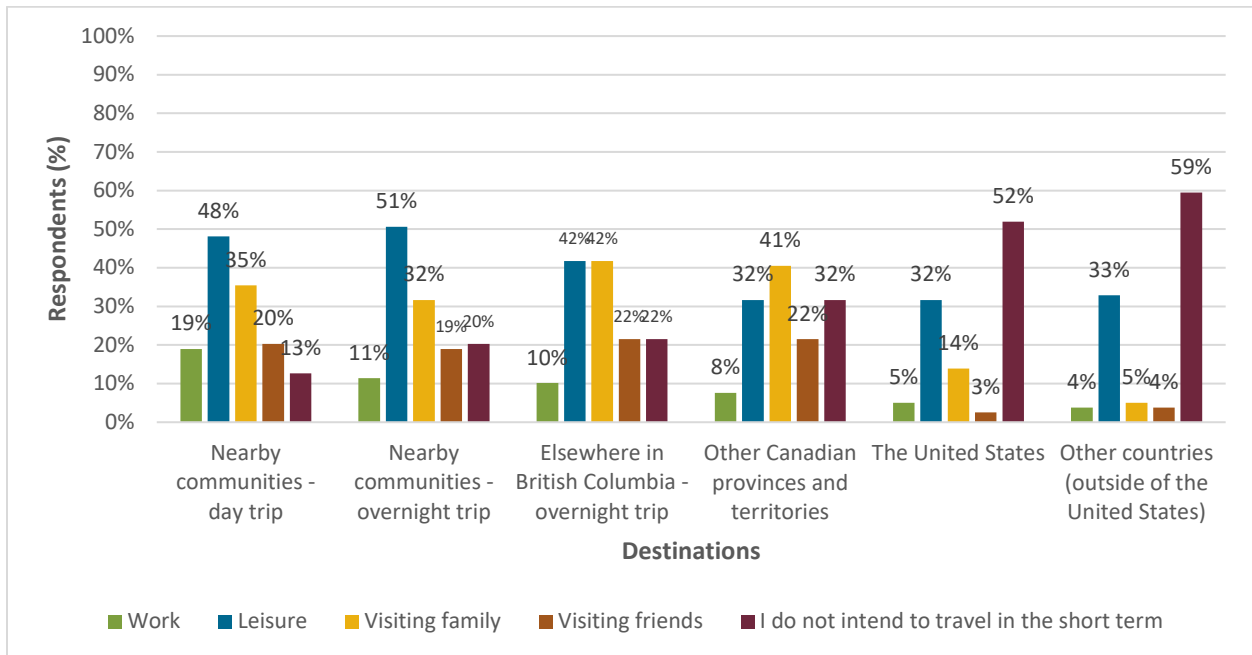
## Travel Timing

Respondents were asked to indicate the likelihood of when they will make trips to various destinations.



## Travel Motivations

After being asked about the likely timing of their next travelling, respondents were asked to follow up with their motivation for travelling to that destination.



# Assessing Resident Sentiment

## Comfort Measures

Respondents were asked to specify what kind of measures would make them feel more comfortable in welcoming visitors to their community. The top two emergent themes were following and/or enforcing government guidelines for preventing the transmission of the COVID-19 virus (28%), and being uncomfortable with visitors/preferring that people stay home and do not travel (22%).

*“None. People should not be coming to our communities when government and health officials are asking people not to travel.”*

## Safety Expectations

Respondents were asked to specify how they expect local businesses and attractions to ensure the safety of residents and visitors. The top emergent theme was the expectation that local businesses and attractions follow and/or enforce the government guidelines for preventing the transmission of COVID-19 (64%), followed by sentiments that didn’t fit into the emergent themes and were categorized as “other” (22%).

*“Follow all health guidelines.”*

## Tourism Observations

Respondents were invited to share observations they made regarding tourism in their community over the 12 months prior to completing the survey (e.g. visitor activities, behaviours, origin, volume, etc.). The most frequently mentioned observations were consistent or increased visitor activity (31%), and conversely, decreased visitor activity (20%).

*“Lots of Canadian tourism this summer, instead of Canadians leaving the country it felt like they all came to BC.”*

## Concluding Comments

To conclude the questionnaire, respondents were invited to share any other comments they had about the survey. The comment shared most frequently was the desire for residents and visitors alike to follow the “non-essential” travel restrictions by not traveling and staying home (39%).

*“People should stay home and only go out to get groceries, until this pandemic is over. Anti-maskers and people who do not follow the travel restrictions and other precautions are putting other people at risk and extending the pandemic.”*