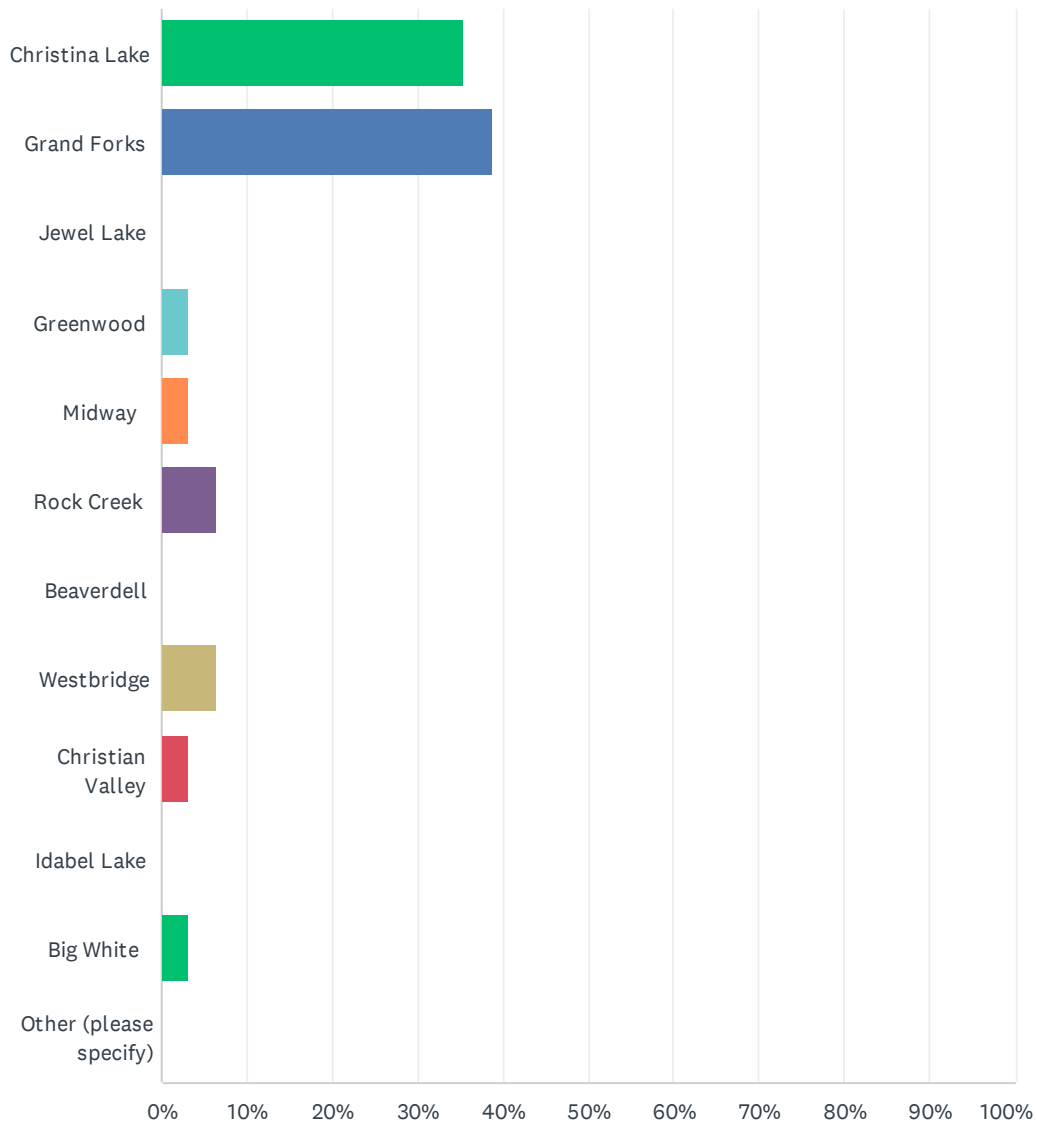


# Q1 In which part of Boundary Country is your business located?

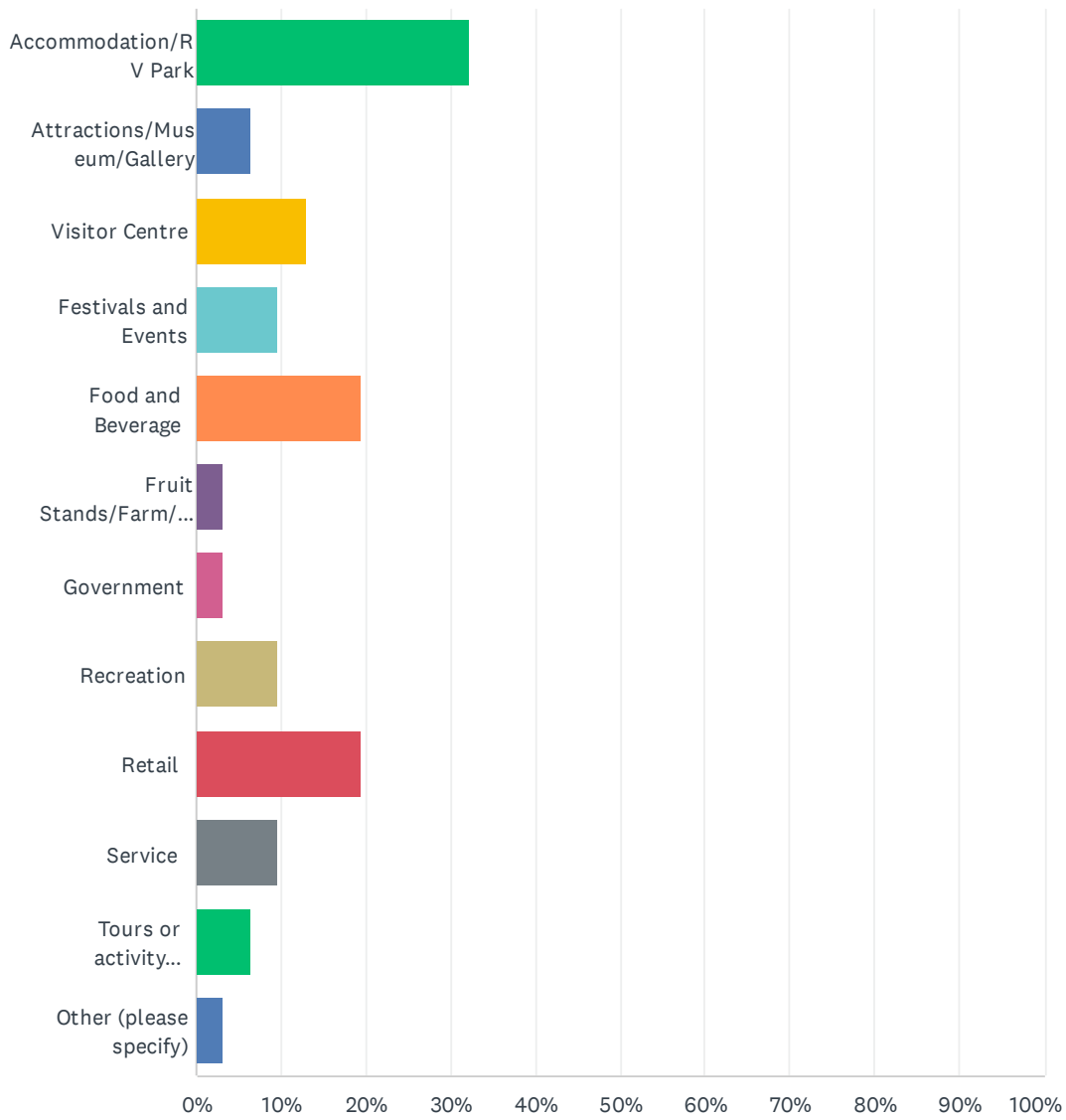
Answered: 31 Skipped: 0



ANSWER CHOICES	RESPONSES	
Christina Lake	35.48%	11
Grand Forks	38.71%	12
Jewel Lake	0.00%	0
Greenwood	3.23%	1
Midway	3.23%	1
Rock Creek	6.45%	2
Beaverdell	0.00%	0
Westbridge	6.45%	2
Christian Valley	3.23%	1
Idabel Lake	0.00%	0
Big White	3.23%	1
Other (please specify)	0.00%	0
<b>TOTAL</b>		<b>31</b>

## Q2 What is the Tourism Sector you work in?

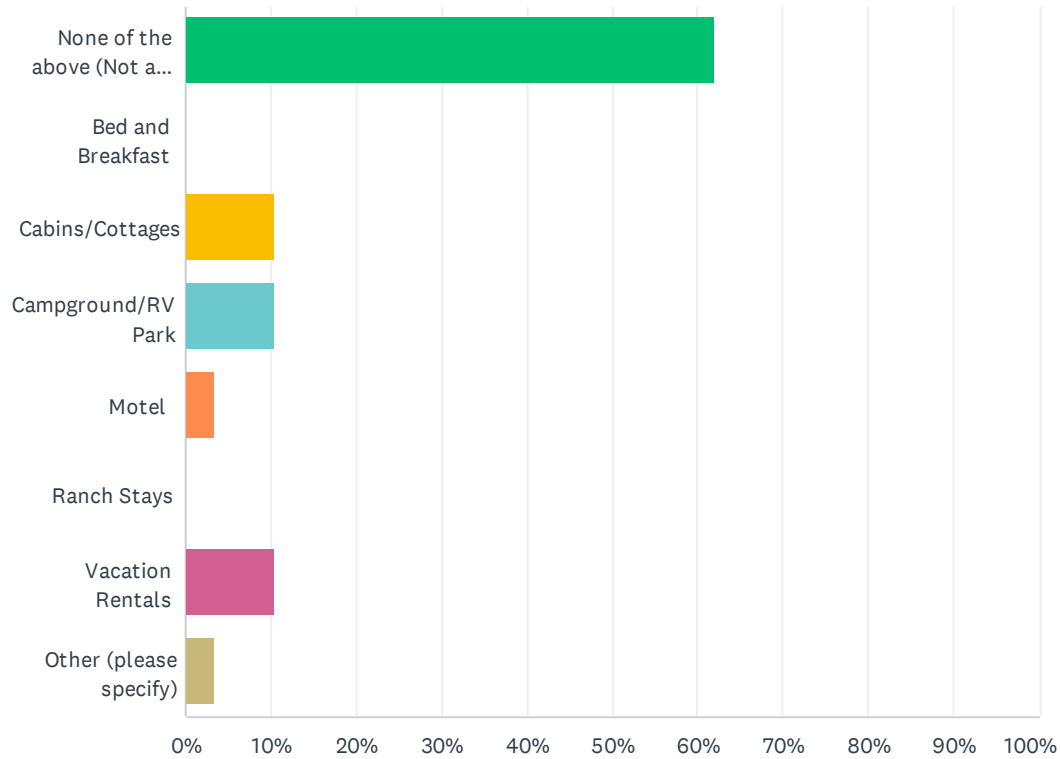
Answered: 31 Skipped: 0



ANSWER CHOICES	RESPONSES	
Accommodation/RV Park	32.26%	10
Attractions/Museum/Gallery	6.45%	2
Visitor Centre	12.90%	4
Festivals and Events	9.68%	3
Food and Beverage	19.35%	6
Fruit Stands/Farm/Orchard	3.23%	1
Government	3.23%	1
Recreation	9.68%	3
Retail	19.35%	6
Service	9.68%	3
Tours or activity provider	6.45%	2
Other (please specify)	3.23%	1
Total Respondents: 31		

### Q3 If you answered Yes to the Accommodation Sector, what type do you operate?

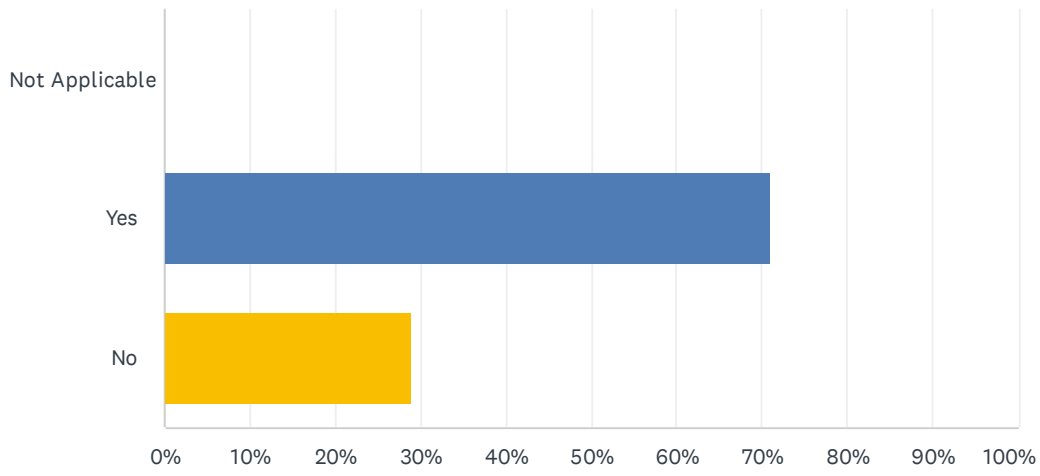
Answered: 29 Skipped: 2



ANSWER CHOICES	RESPONSES	
None of the above (Not an Accommodator)	62.07%	18
Bed and Breakfast	0.00%	0
Cabins/Cottages	10.34%	3
Campground/RV Park	10.34%	3
Motel	3.45%	1
Ranch Stays	0.00%	0
Vacation Rentals	10.34%	3
Other (please specify) - Movie Theatre	3.45%	1
<b>TOTAL</b>		<b>29</b>

## Q4 Is your business open year-round?

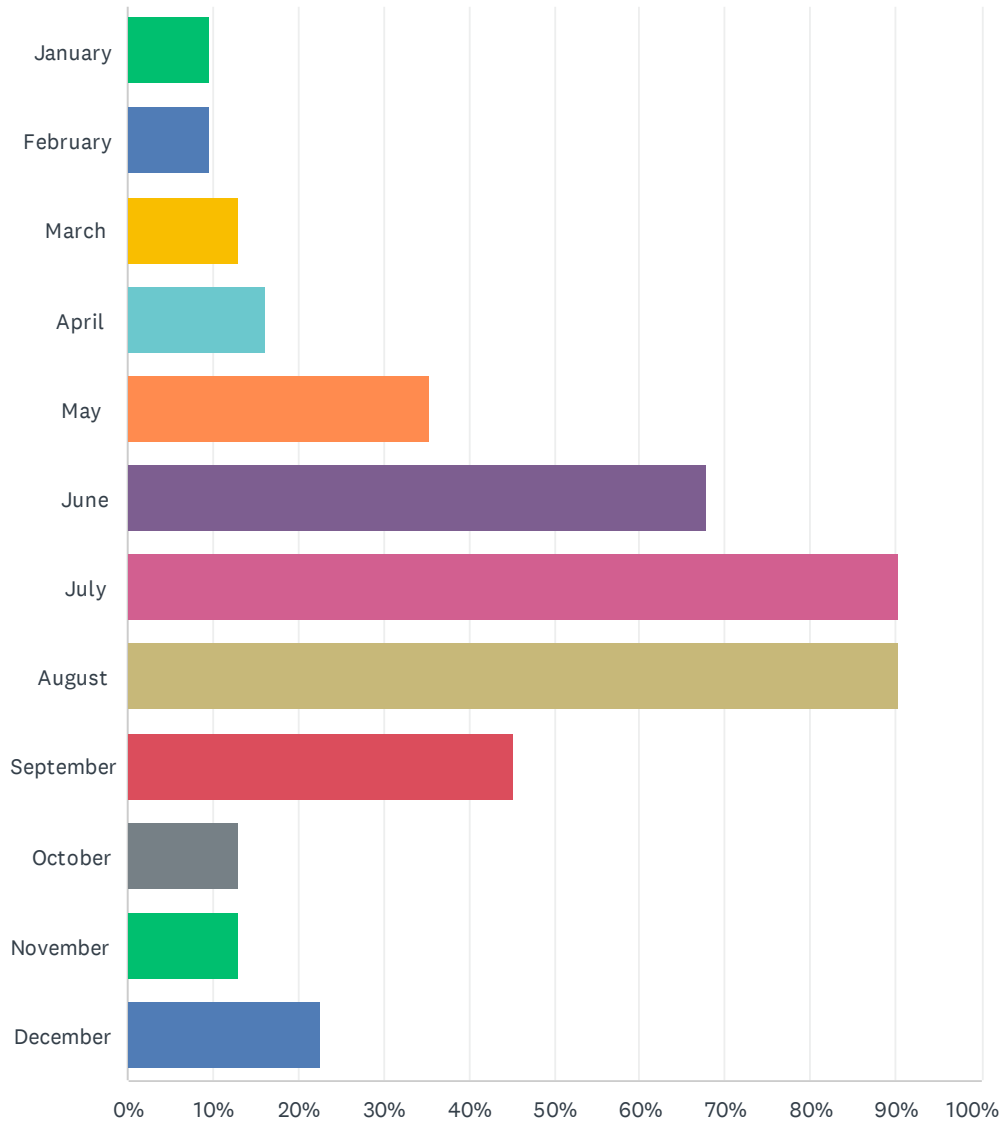
Answered: 31 Skipped: 0



ANSWER CHOICES	RESPONSES	
Not Applicable	0.00%	0
Yes	70.97%	22
No	29.03%	9
<b>TOTAL</b>		<b>31</b>

### Q5 What months of the year are you the busiest? Check all boxes that apply.

Answered: 31 Skipped: 0

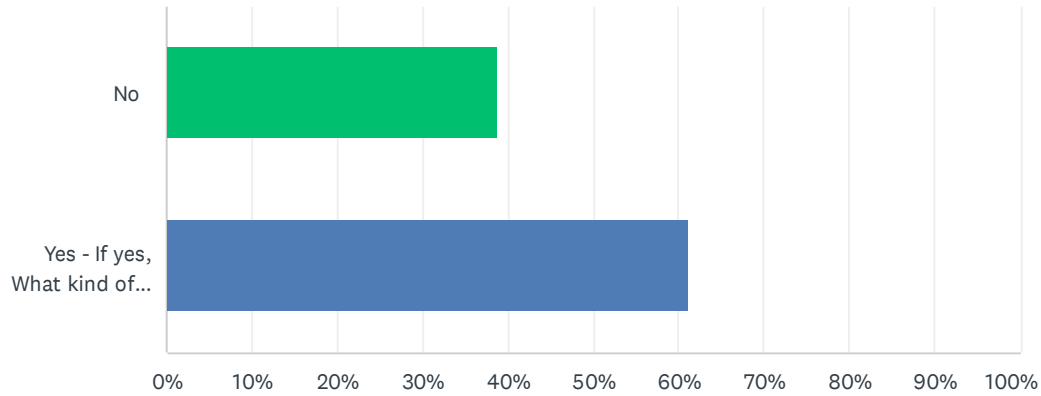


ANSWER CHOICES	RESPONSES	
January	9.68%	3
February	9.68%	3
March	12.90%	4
April	16.13%	5
May	35.48%	11
June	67.74%	21
July	90.32%	28
August	90.32%	28
September	45.16%	14
October	12.90%	4
November	12.90%	4
December	22.58%	7
Total Respondents: 31		



## Q6 Does your business or community host any regular events? (Even if they weren't able to operate this year.)

Answered: 31 Skipped: 0



ANSWER CHOICES	RESPONSES	
No	38.71%	12
Yes - If yes, What kind of events and when?	61.29%	19

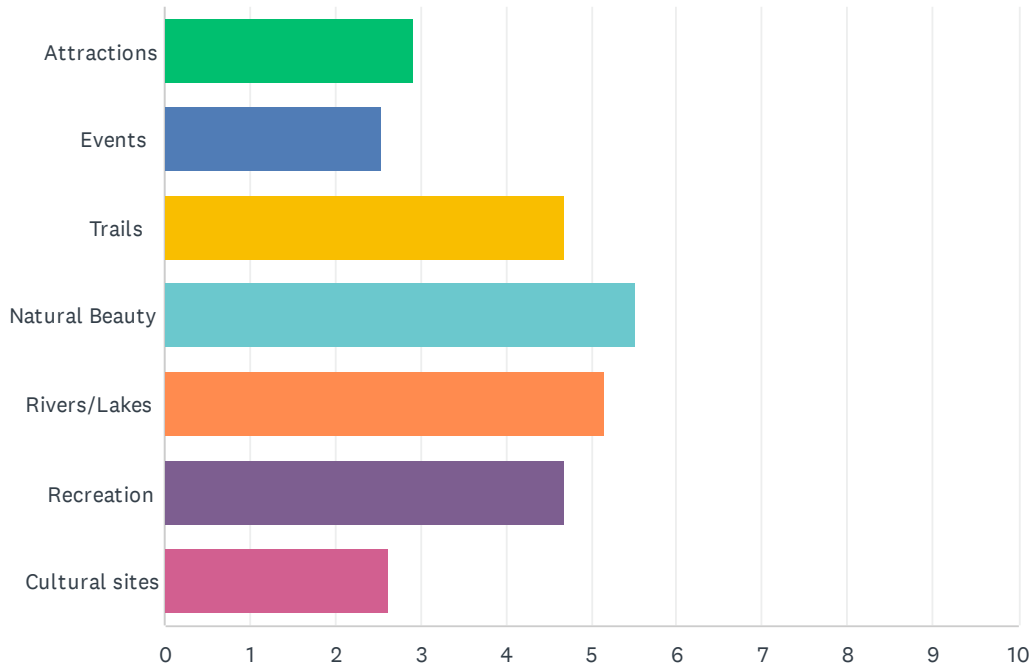
Compiled Written Responses:

- Westbridge - Community gatherings, Retreat Gatherings,
- Rock Creek - Agricultural Fair, Golf tournament in August & dancing with a band Labour Day Saturday,
- Grand Forks - Family Day and Concerts, Baseball tournament in June music festival in August, Exhibition openings, artist talks, beer tasting, wine tasting, school programs, summer camps, Trivia weekly, music events in July and August, Wine Tasting, Craft Beer Tasting, Fall Fair, Music (Cannafest),
- Christina Lake - Homecoming, Winter Crafts fair, Music, book launches, triathlon, Halloween fire works, sand castle competition, Summer festival,
- Homecoming and Familiarization Tours- May, June and September, Summer fest, triathlon, winter fest, sandcastle comp,
- Midway - Music event - September, pickle ball, golfing, summer festival
- Big White - Ski Season Stuff, Christmas Stuff, etc.
- Greenwood: Market, Founders day

TOTAL	31
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### Q7 In your opinion, rank Boundary Country's greatest assets. Please rank from 1 being the highest and 7 the lowest

Answered: 31 Skipped: 0



	1	2	3	4	5	6	7	TOTAL	SCORE
Attractions	0.00% 0	7.14% 2	14.29% 4	3.57% 1	28.57% 8	32.14% 9	14.29% 4	28	2.93
Events	0.00% 0	3.57% 1	0.00% 0	14.29% 4	32.14% 9	28.57% 8	21.43% 6	28	2.54
Trails	7.41% 2	25.93% 7	29.63% 8	18.52% 5	7.41% 2	7.41% 2	3.70% 1	27	4.70
Natural Beauty	51.85% 14	14.81% 4	7.41% 2	11.11% 3	0.00% 0	3.70% 1	11.11% 3	27	5.52
Rivers/Lakes	23.08% 6	30.77% 8	11.54% 3	19.23% 5	7.69% 2	3.85% 1	3.85% 1	26	5.15
Recreation	10.34% 3	17.24% 5	31.03% 9	24.14% 7	6.90% 2	10.34% 3	0.00% 0	29	4.69
Cultural sites	6.67% 2	3.33% 1	6.67% 2	10.00% 3	16.67% 5	16.67% 5	40.00% 12	30	2.63

## Q8 In your opinion, what is the greatest asset of your community?

Answered: 31 Skipped: 0

Christina Lake: The people

Greenwood: Heritage

Christina Lake: Natural beauty, the lake, golf course, trails the people

Grand Forks: The people, rivers, the valley, unique landscape, Christianity, The hardworking people who put in effort to keep the community going, location, small town feel, Art Gallery, trails, geographic positioning

Westbridge: The west kettle river, Hwy 3 connecting us to the flow through traffic. Visibility of the nature and attractions.

Rock Creek: The people, rivers, trails and golf course

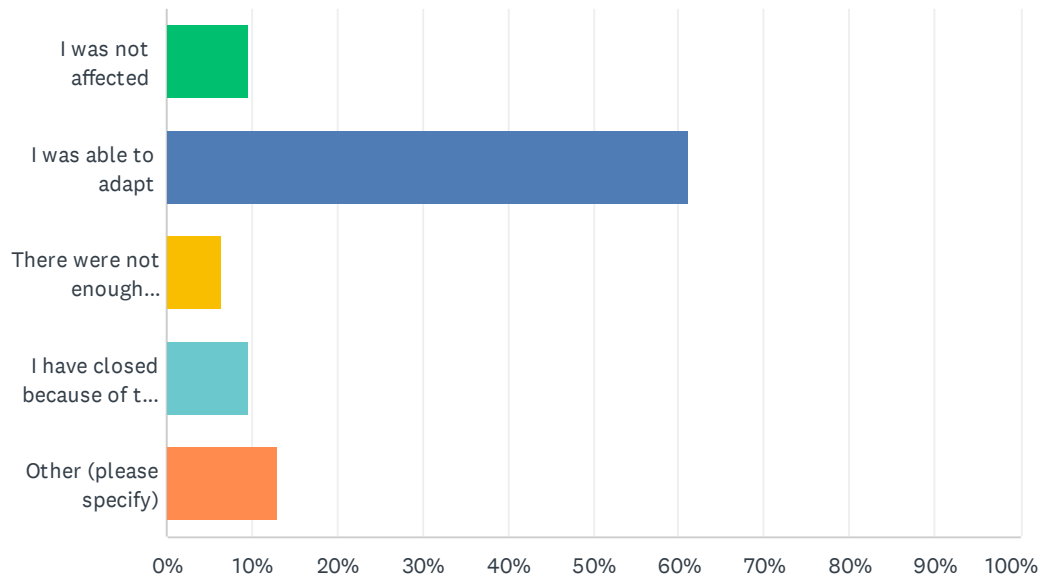
Midway: Heritage

Big White: Proximity to a city and airport

Christian Valley: Lakes, rivers and camping

# Q9 How has your business been impacted by the pandemic?

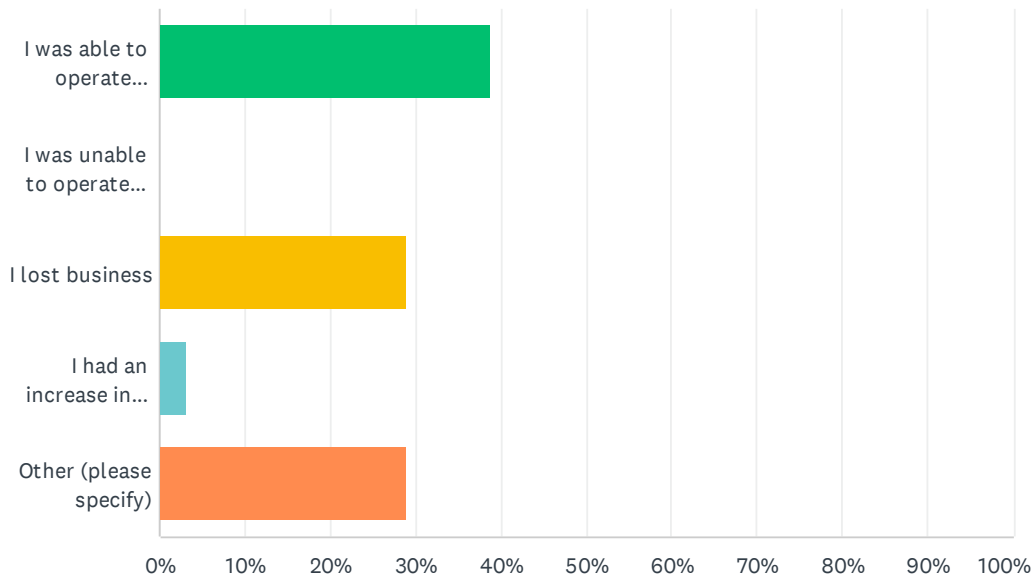
Answered: 31 Skipped: 0



ANSWER CHOICES	RESPONSES	
I was not affected	9.68%	3
I was able to adapt	61.29%	19
There were not enough resources for me to adapt, I was forced to wait	6.45%	2
I have closed because of the pandemic.	9.68%	3
Other (please specify):	12.90%	4
-Unable to get parts needed to complete revamping of property -Sick of other businesses who think we all have to run the same way when we are not in the same categories of risk etc. -Reopened this year. Hard to get back members. Having to write more grants. Grants are an unfair process. -Yes it has been impacted, in many ways, but we have been able to adapt thankfully.		
<b>TOTAL</b>		<b>31</b>

# Q10 Were you affected by this summer's wildfires/smoke?

Answered: 31 Skipped: 0



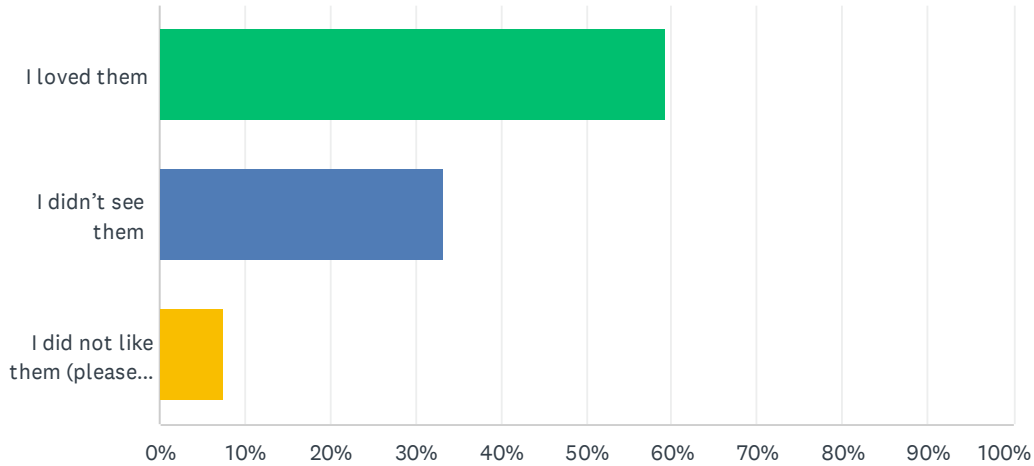
ANSWER CHOICES	RESPONSES	
I was able to operate normally	38.71%	12
I was unable to operate (evacuated or on alert)	0.00%	0
I lost business	29.03%	9
I had an increase in business from the evacuations	3.23%	1
Other (please specify)	29.03%	9

- Had cancellations but filled up with others.
- We were able to adapt. No outdoor activities
- Partial closure
- Closed for pandemic
- we lost most of our tourists
- Not able to open at all with delays
- Smoke forced closure of 5 days
- No concern
- I was able to operate but definite decrease in visitor activity

<b>TOTAL</b>	<b>31</b>
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Q11 What did you think about this year’s activities and campaigns? Winter Video (View here) Trail Map (View here) Summer Trails Advertising Campaign (View here) Experience Guide (View here) Summer Photo Contest (View here) Fall Campaign (Underway in September. View Here)

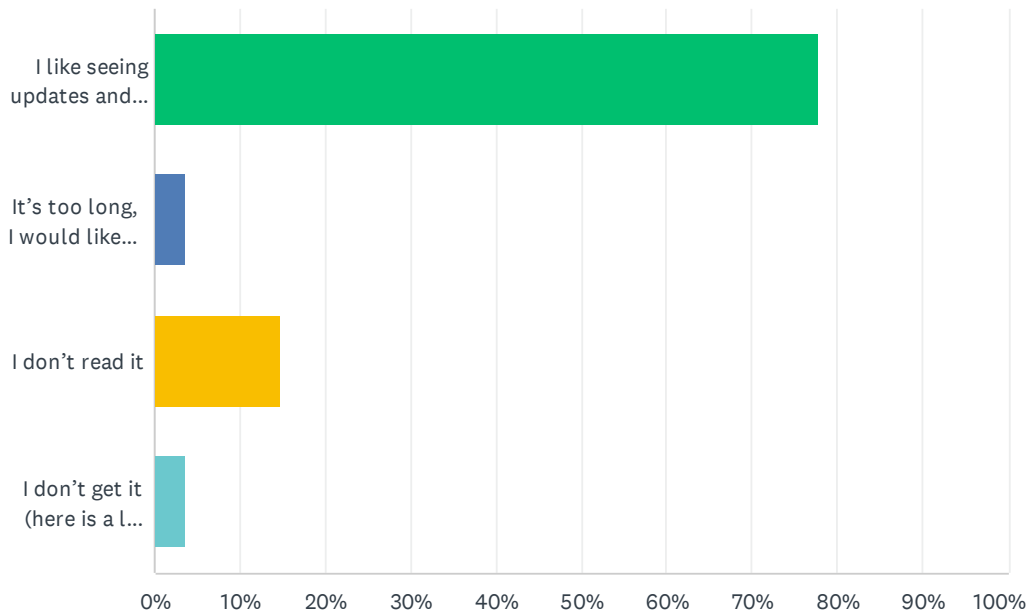
Answered: 27 Skipped: 4



ANSWER CHOICES	RESPONSES	
I loved them	59.26%	16
I didn't see them	33.33%	9
I did not like them (please specify)	7.41%	2
-They look great but I didn't see the contest or September campaign in my news feed -You need another button. I only saw the Trail Map. Very positive. Very good map		
TOTAL		27

## Q12 How do you feel about the monthly newsletter?

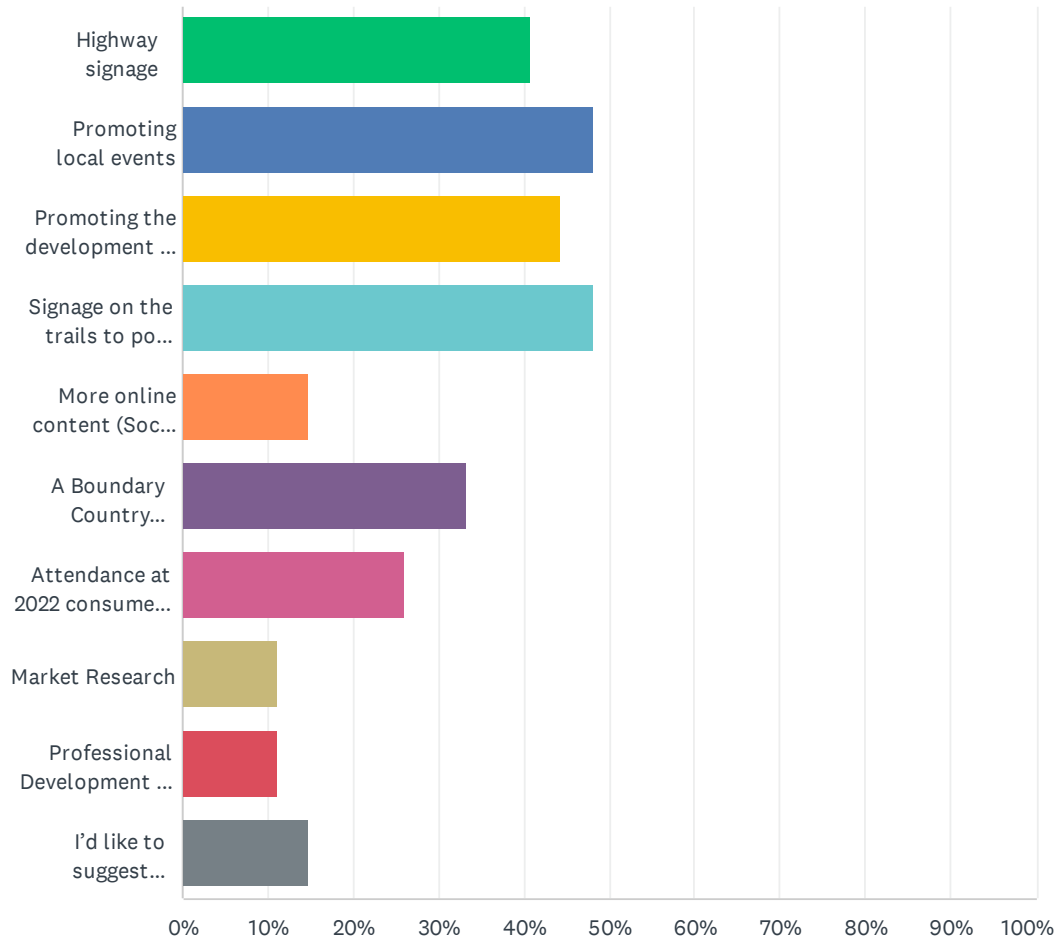
Answered: 27 Skipped: 4



ANSWER CHOICES	RESPONSES	
I like seeing updates and accessible resources once a month	77.78%	21
It's too long, I would like to see more frequent and shorter emails	3.70%	1
I don't read it	14.81%	4
I don't get it (here is a link to sign up)	3.70%	1
<b>TOTAL</b>		<b>27</b>

### Q13 What would you like to see Marketing and MRDT dollars be spent on? Are there any specific projects you would like to see?

Answered: 27 Skipped: 4





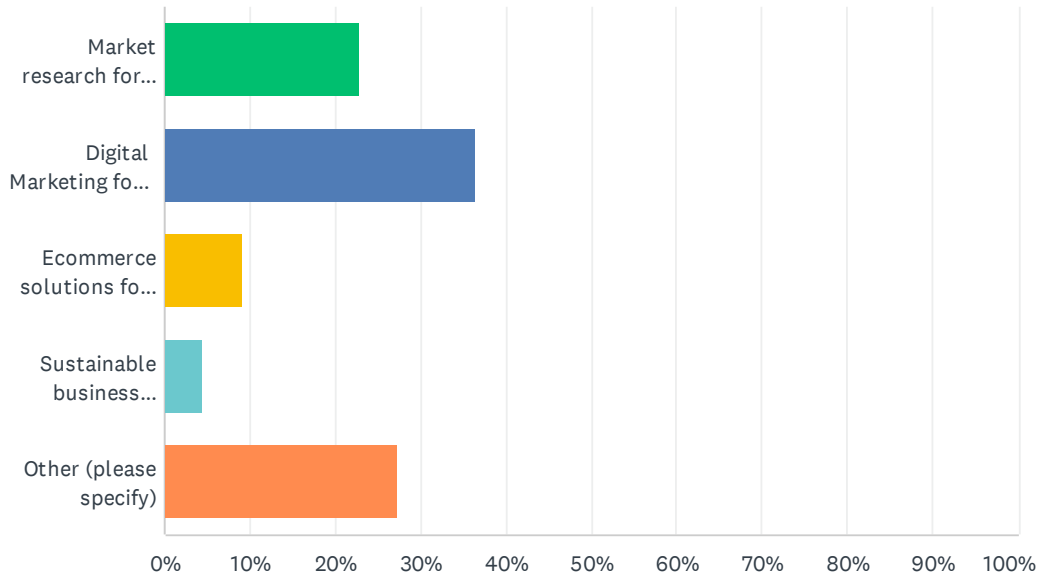
ANSWER CHOICES	RESPONSES	
Highway signage	40.74%	11
Promoting local events	48.15%	13
Promoting the development of circle tours/packages	44.44%	12
Signage on the trails to point hikers/bikers	48.15%	13
More online content (Social Media, Blogs, Facebook etc.)	14.81%	4
A Boundary Country booth/in-person presence at local markets and events	33.33%	9
Attendance at 2022 consumer shows such as "Outdoor Adventure Show" in Vancouver	25.93%	7
Market Research	11.11%	3
Professional Development & Training for Operators	11.11%	3
I'd like to suggest something different (Please Comment)	14.81%	4

- Something to slow down the traffic in front of the Kettle River Museum. People are speeding up for the 100 km sign.
- Development of circle tours in the shoulder and off-season
- Promotion of business dev in the area, we sorely need food services.
- Cleaning up the beaches at the lake and other public areas

Total Respondents: 27

### Q14 If online training or workshops were offered on the following topics, would you be interested in attending?

Answered: 22 Skipped: 9



ANSWER CHOICES	RESPONSES
Market research for BC and Boundary Country, and How to use it	22.73% 5
Digital Marketing for your business (social media, Facebook, Websites etc.)	36.36% 8
Ecommerce solutions for online reservations to increase direct bookings	9.09% 2
Sustainable business practices (reducing your impact)	4.55% 1
Other (please specify)	27.27% 6

- It depends when it was offered
- Not interested training or workshops
- I have access to many business helps and don't rely on local resources to maintain my business. I seek out the help where it's best offered.
- No
- not at this time
- We do not have enough staff, to spend time on workshops.

TOTAL	22
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## Q15 Leave your comment or question here:

Answered: 4 Skipped: 27

- All good - looking forward to 2022!
- Tourism has been very hard this year and last in the Christian Valley, with all the travel orders, opens & closings, new rules, fires, smoke etc we have taken our business in a different direction and will continue going forward by holding small private or community based events, yearly rentals in campground and looking after workers in the area by housing a feeding them.
- Many of us are sick and tired of the government overreach. This covid needs to be loved with and quit being used as a control tool.
- Covid didnt destroy business's. Government closing the economy and changing rules constantly did