

Net Promoter Score /Customer Satisfaction Survey Analysis



Table of Content

- Overview
- Awareness and Participation
- Perceptions and Experiences
- Demographics and Preferences
- Communication and Marketing
- Tourism Preferences
- Visitor Behavior and Motivations
- Challenges and Recommendations
- Conclusion



Overview

This analysis presents findings from the recent Net Promoter Score/Customer Satisfaction Survey (NPS/CSAT) survey focused on Tourism in Maple Ridge. The survey was conducted to assess visitor experiences, satisfaction levels, and the likelihood to recommend Maple Ridge's attractions and tourism offerings to others. The survey revealed strong participation in outdoor activities, particularly at key sites like Thornhill, Kanaka Creek and Golden Ears Park, but also highlighted areas for improvement, including low service usage and barriers to participation for some visitors.

Key findings suggest opportunities to enhance the visitor experience through targeted marketing campaigns, better service accessibility, and increased collaboration between the Parks, Recreation, Arts and Culture, Economic Development, and other related teams. In addition, expanding and promoting tourism services such as guided tours, shuttle services, and cultural events can foster greater engagement and economic activity for local businesses.

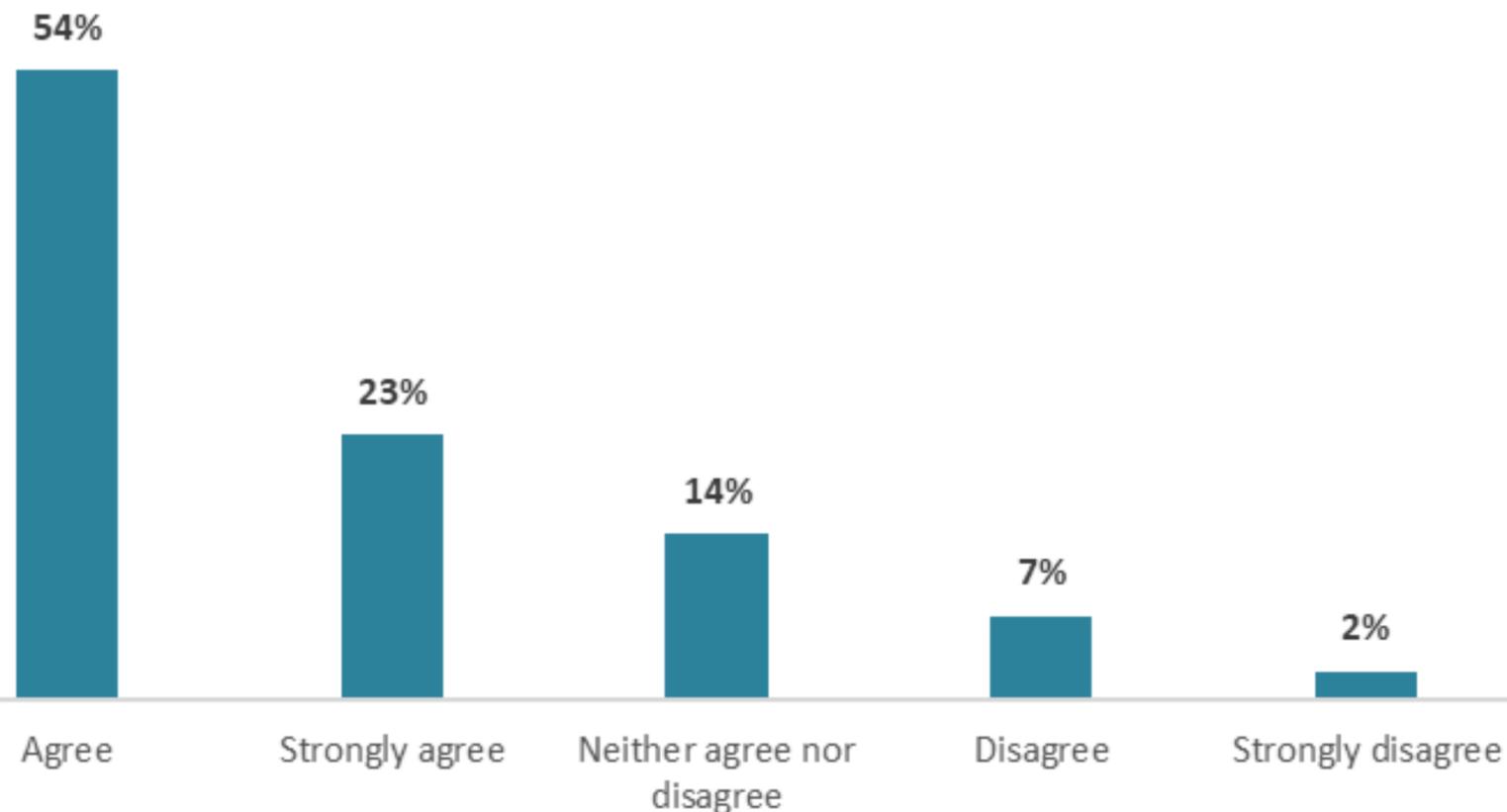


Maple
Ridge

Awareness and participation

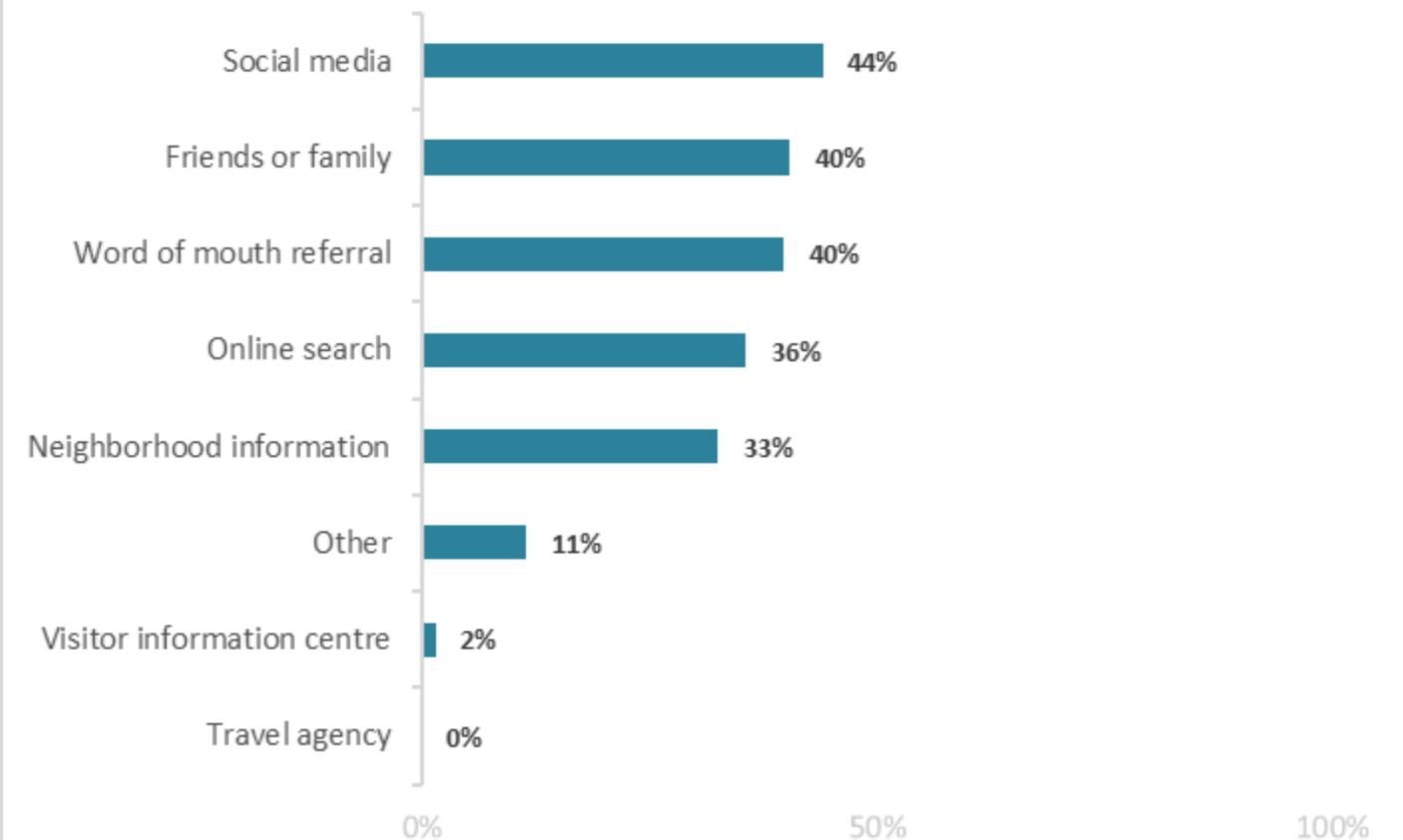
Residents/visitor awareness of tourism offerings in Maple Ridge?

Awareness of Tourism in Maple Ridge



How do residents/visitor learn about tourism offerings in Maple Ridge?

How respondents learn about our tourist attractions

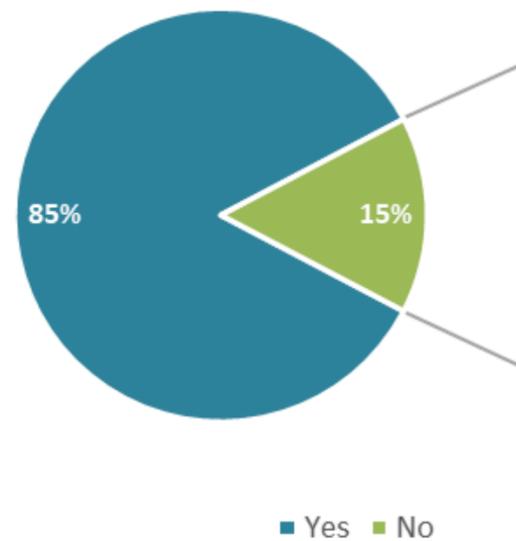


Awareness and participation

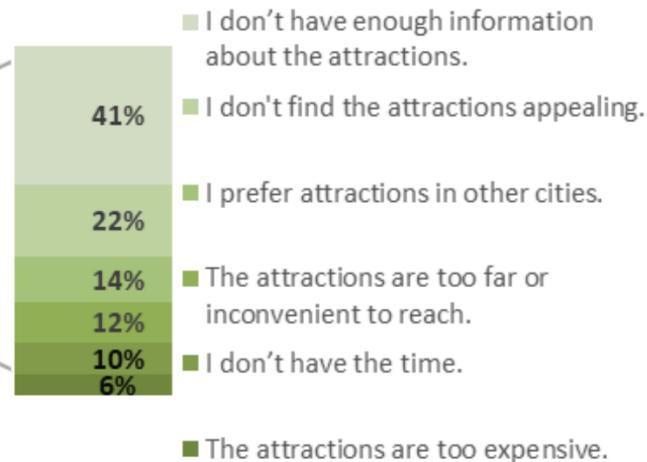
What are the overall participation rates in tourist activities?
What are the barriers to participation?

Improvements respondents say would encourage their participation
in tourist attractions/activities in Maple Ridge

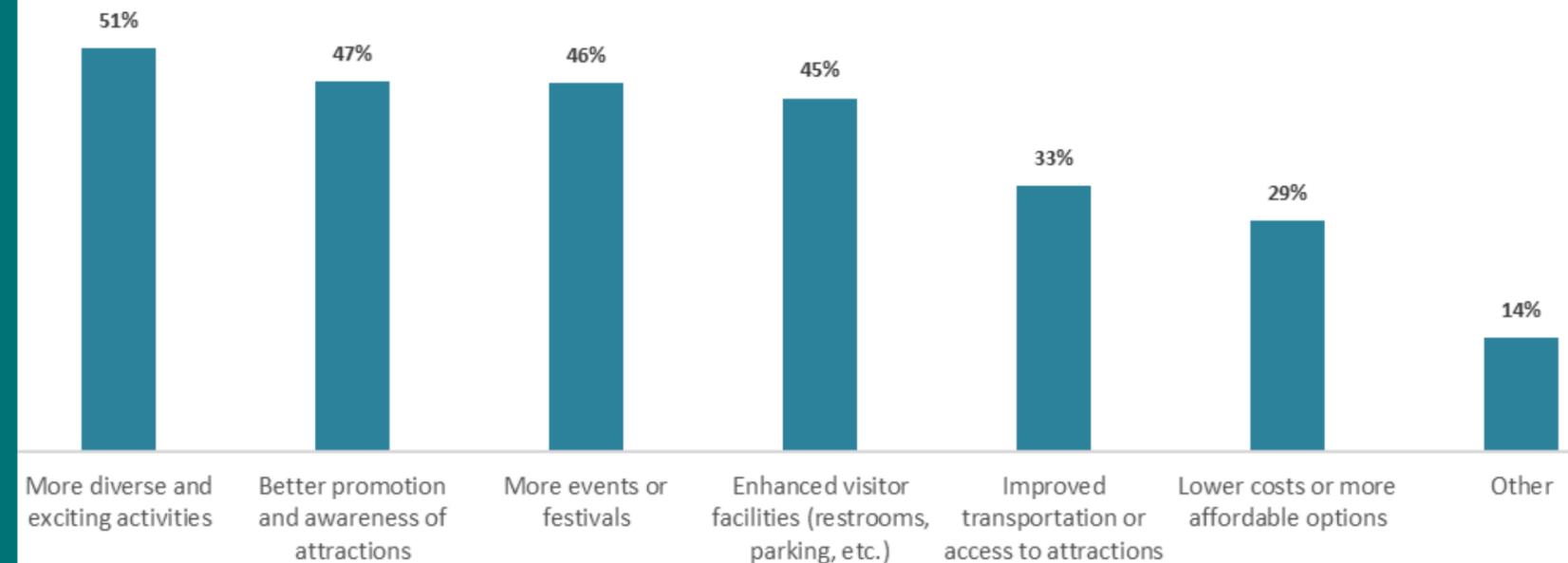
Ratio of respondents who participated in tourism activities
VS non-participants



Reason for non-participation



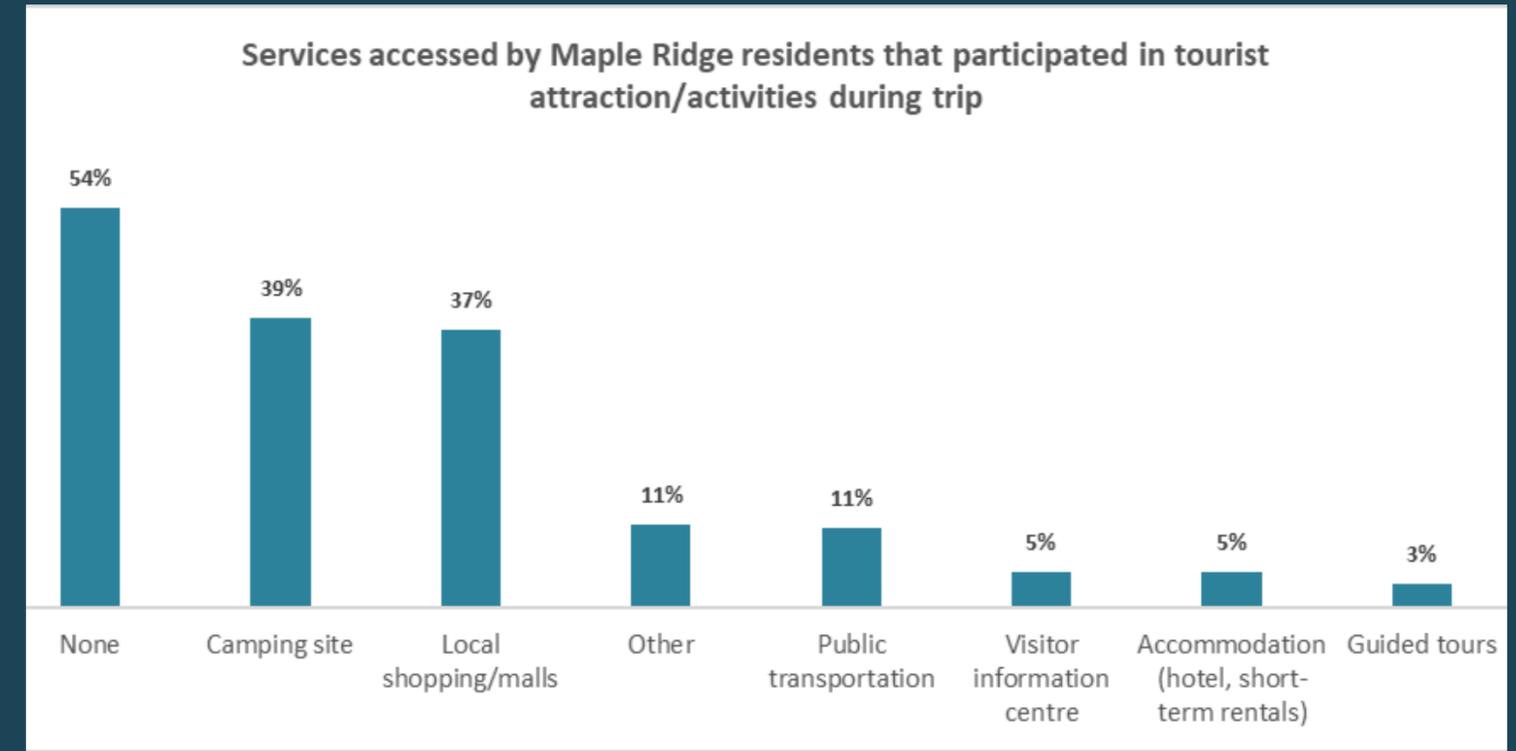
Suggested improvements to foster participation



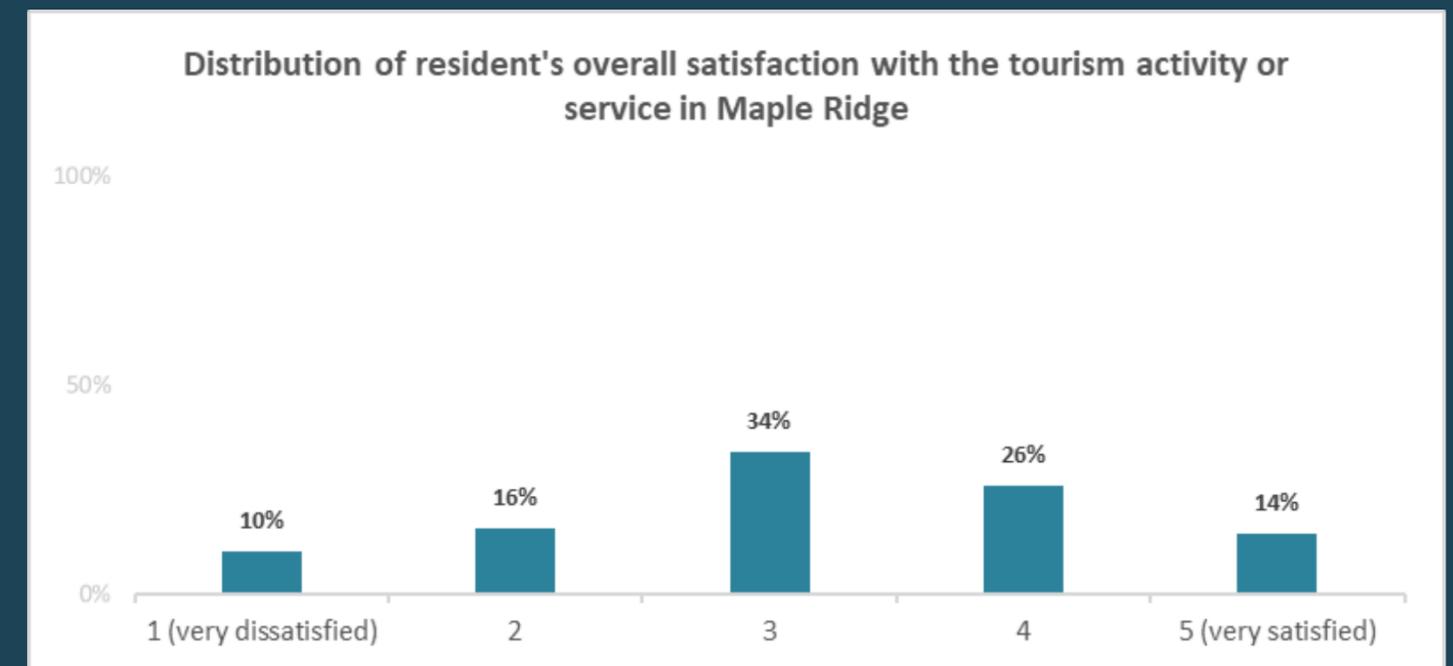
Perception and Experiences



What services /attractions did participants access?



How satisfied are participants with the attractions and services?

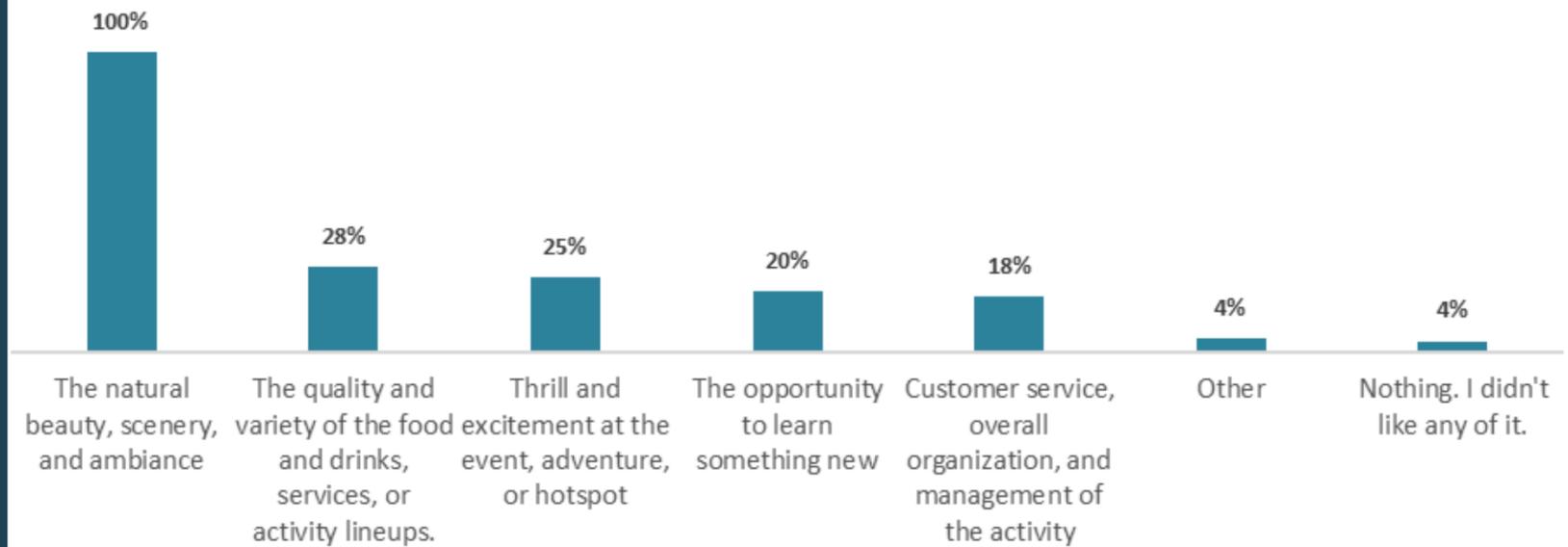


Perception and Experiences



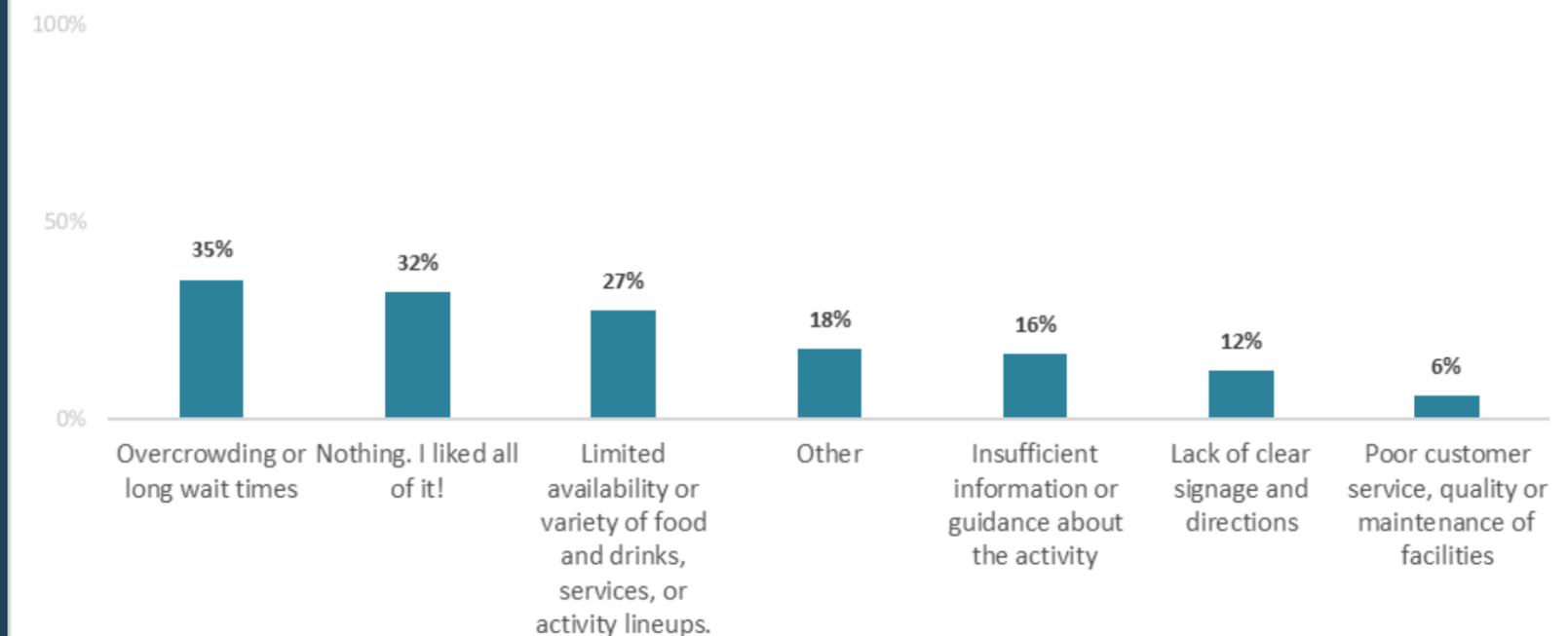
Common reasons for satisfaction with activities/services

What participants liked about the tourist activity/service



Common reasons for dissatisfaction with activities/services

What participants did not like about the tourist activity/service



Perception and Experiences



Net Promoter Score

Our current NPS rating is approximately -32.

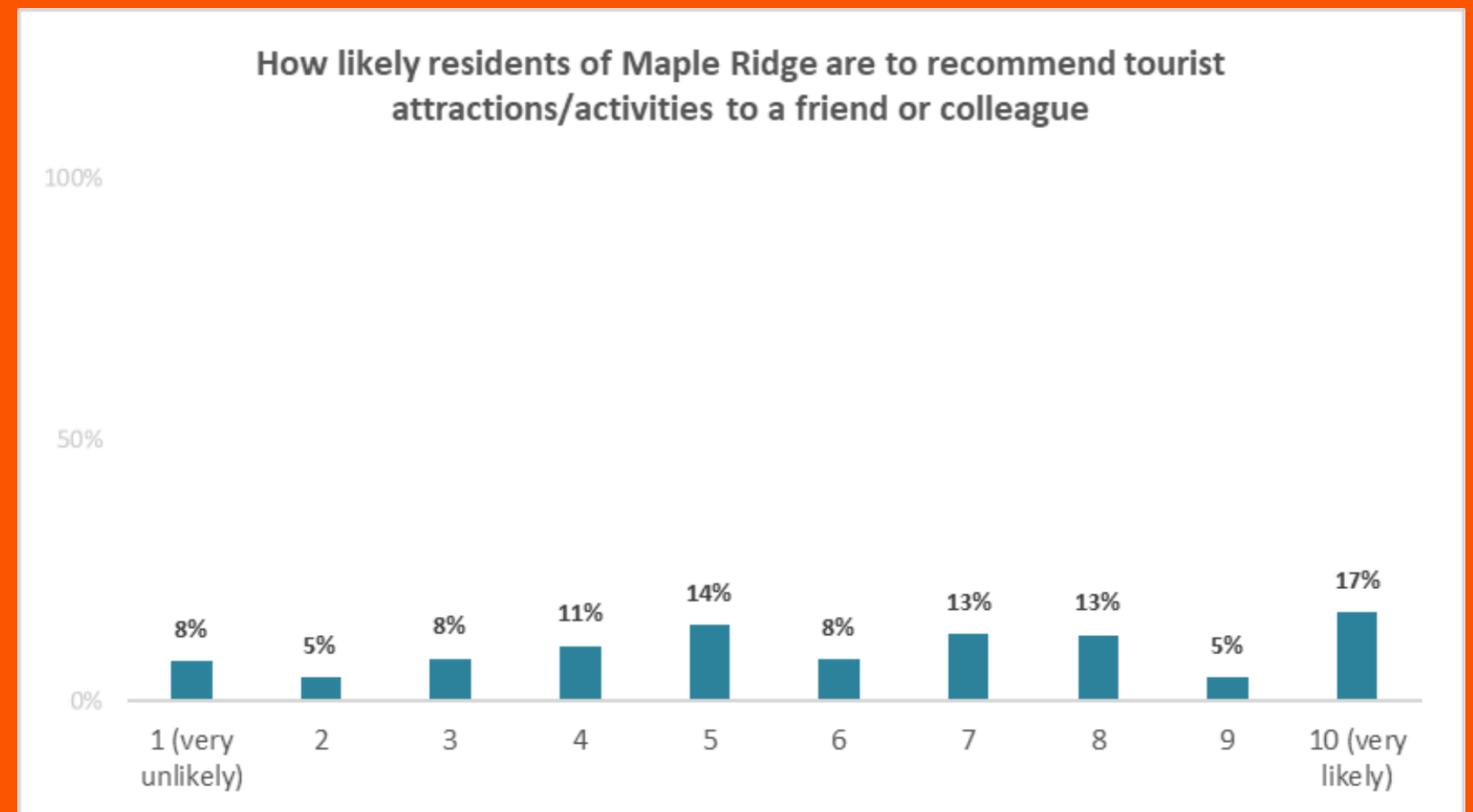
Promoters (scores 9-10): 15+56=71

Passives (scores 7-8): 43+42= 85

Detractors (scores 0-6): 25+15+27+35+48+26=176

NPS Calculation: (Promoters–Detractors/Total Response)×100

$$71-176/332 * 100 = -31.6$$



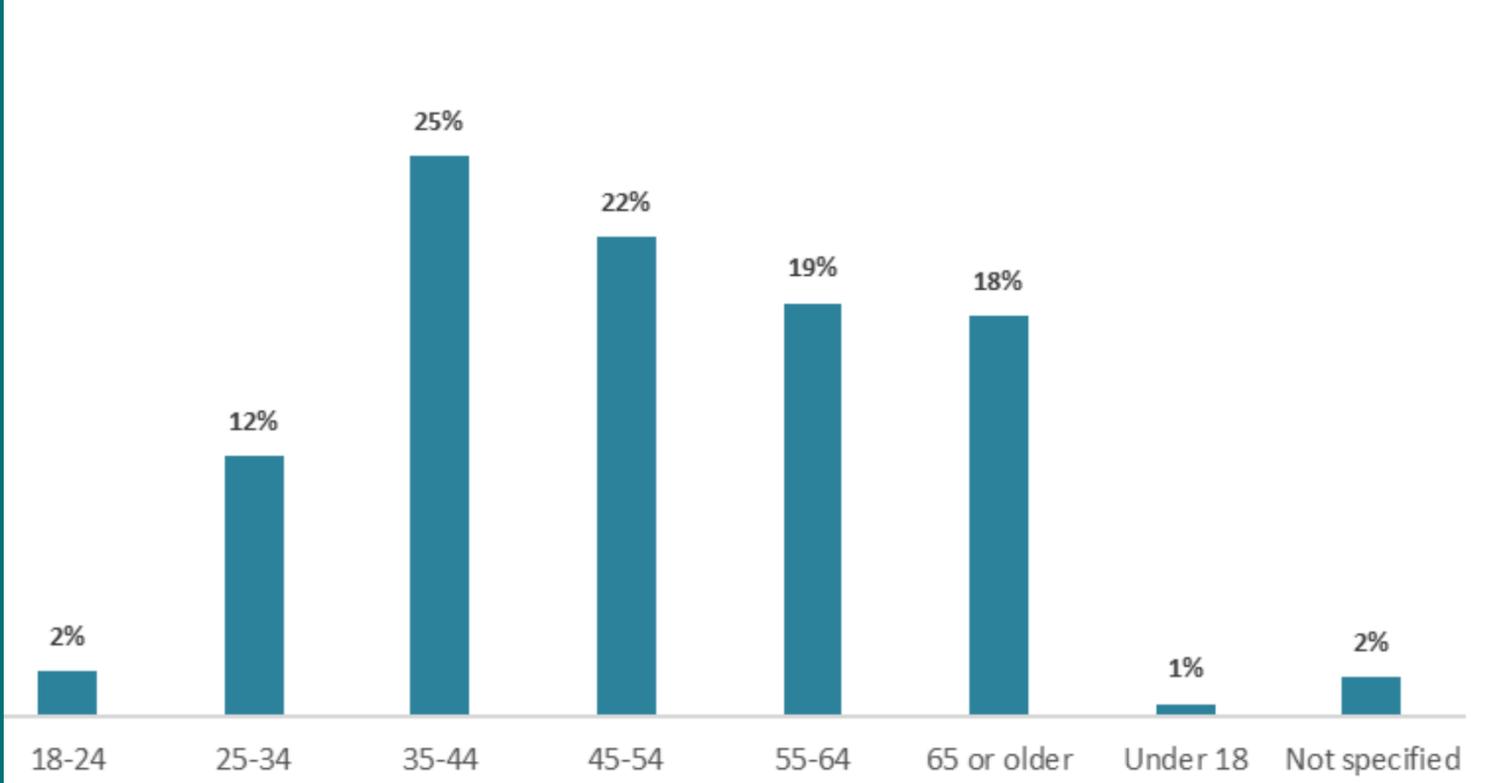
Demographics



Demographic profile of respondents

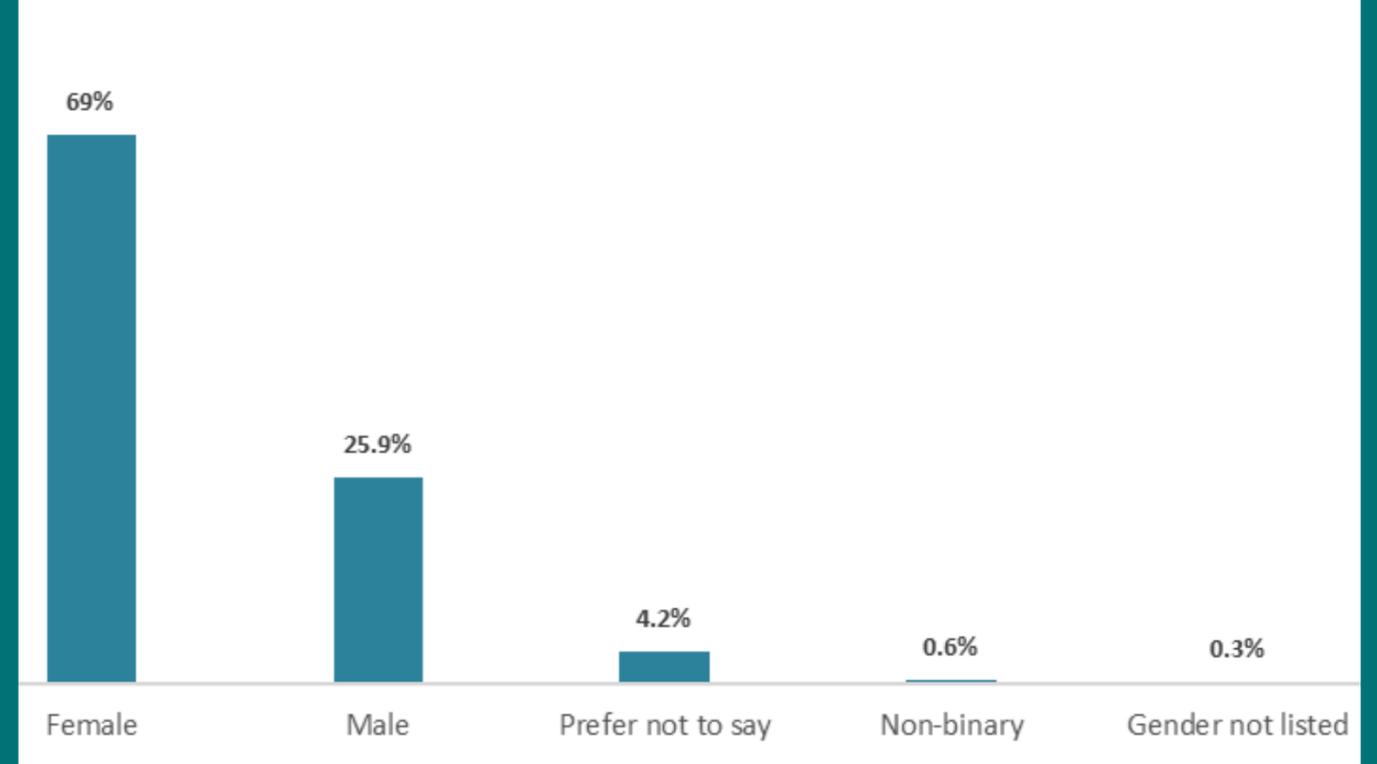
Age distribution

Distribution of age of respondents



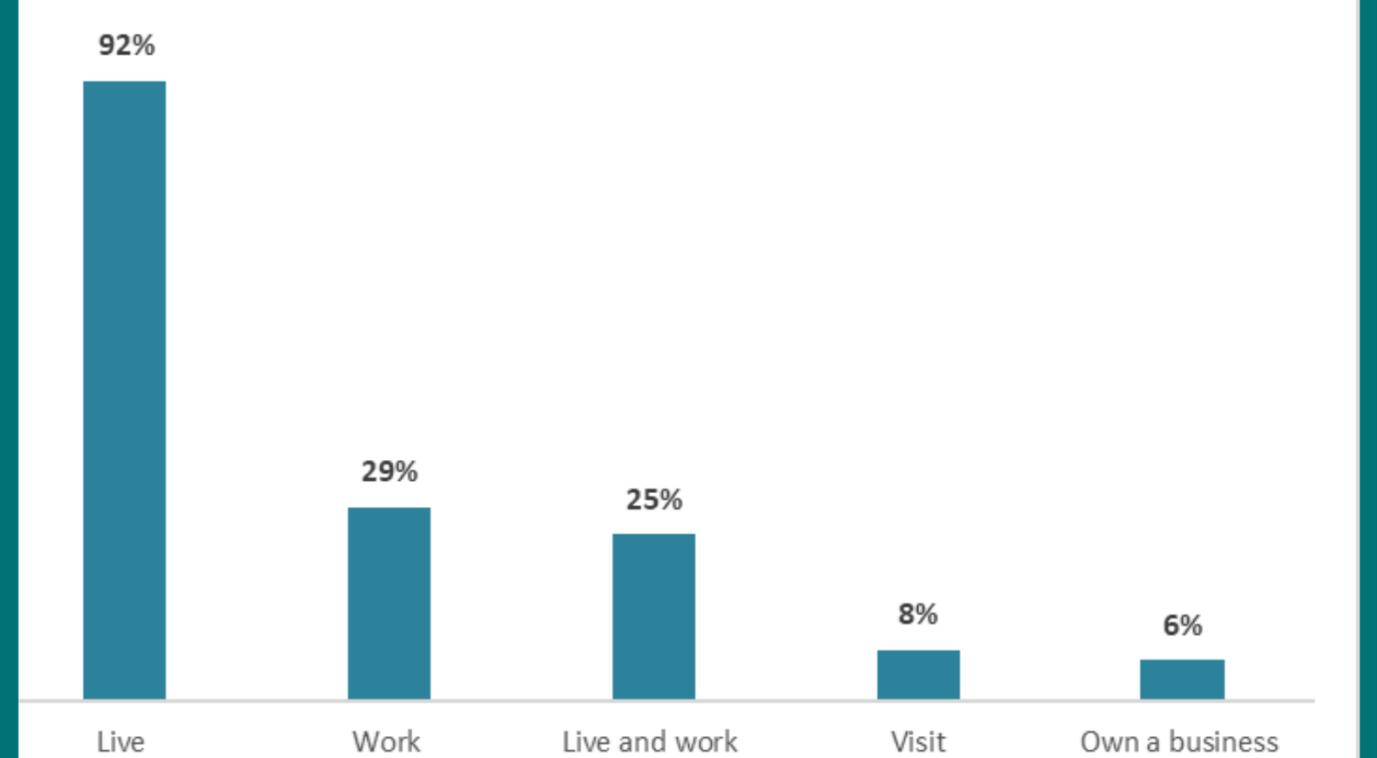
Gender distribution

Gender of respondents



Respondents connection to Maple Ridge

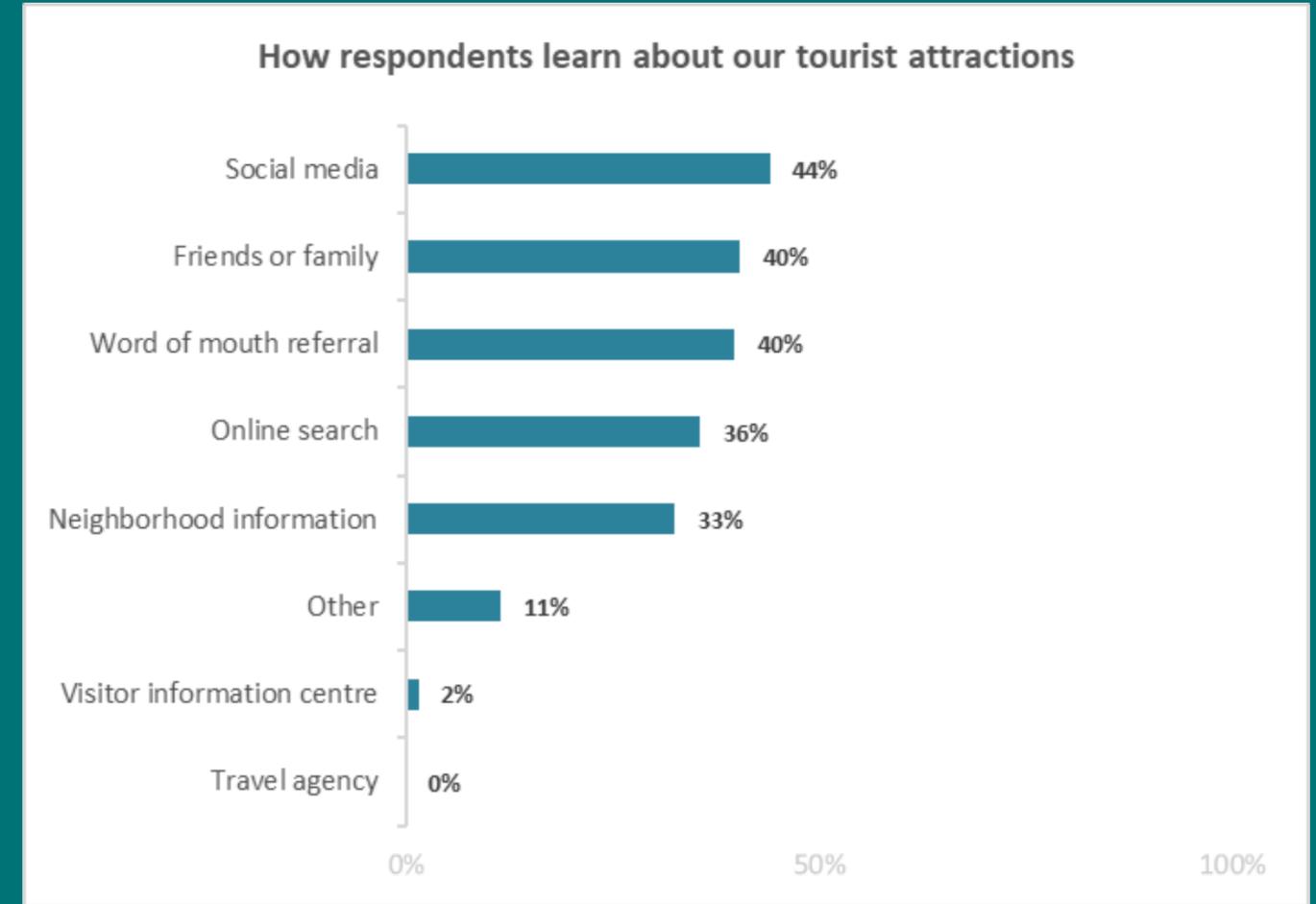
How survey participants are connected to Maple Ridge



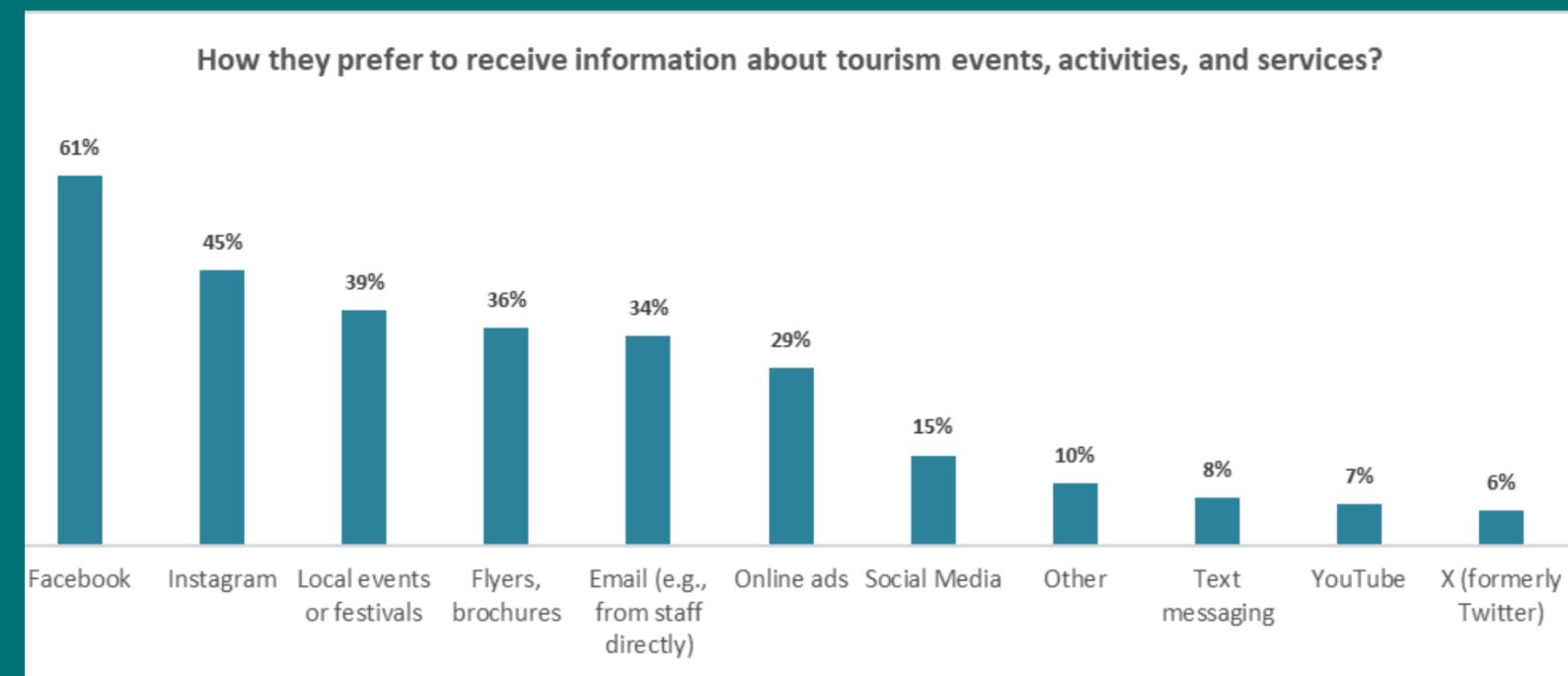
Communication and Marketing



How do people currently learn about our tourism events and activities?



What are the preferred channels for receiving tourism information?

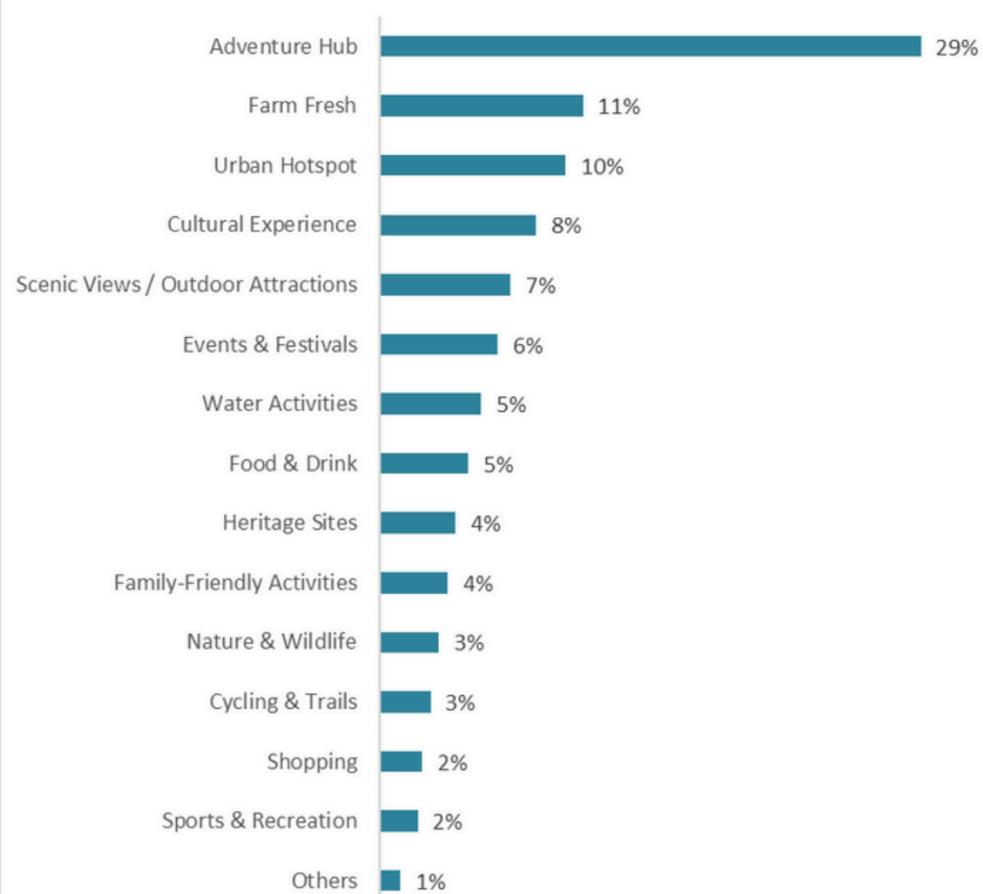


Tourism Preferences



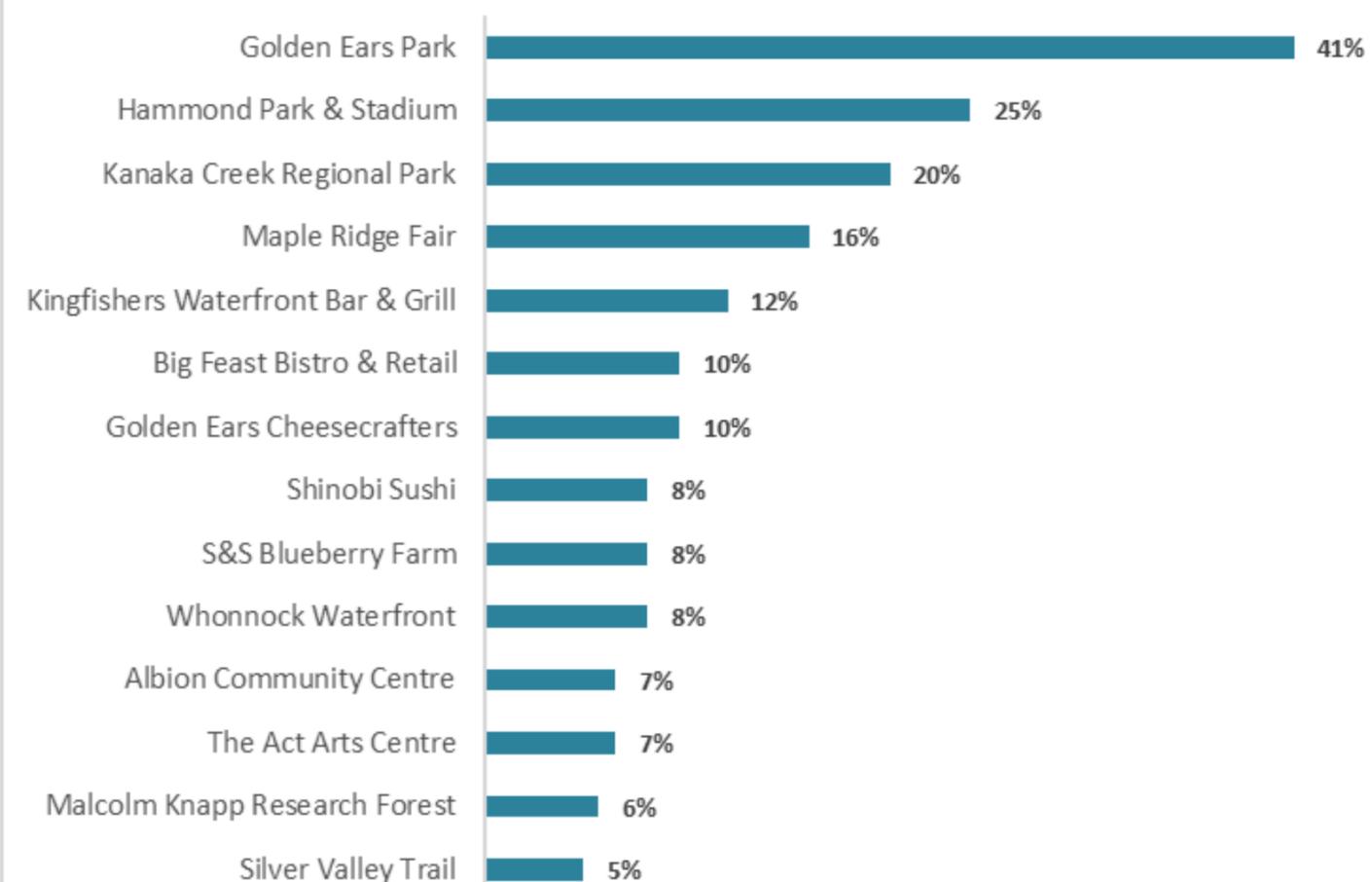
Most appealing tourism categorization

Categories of activities/attractions that Maple Ridge residents partake in



Most popular tourism attraction

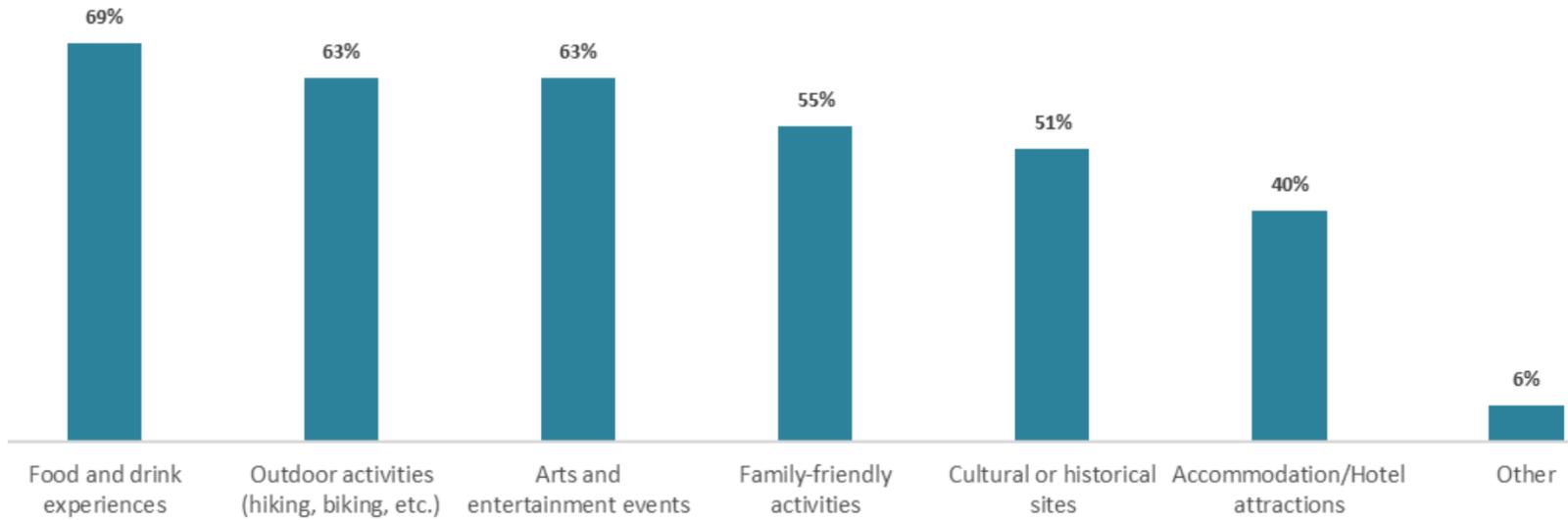
Commonest activities and/or attractions Maple Ridge residents partake in



Tourism preferences

What improvements or new offerings are most desired?

Types of attractions/services people would like to see in Maple Ridge

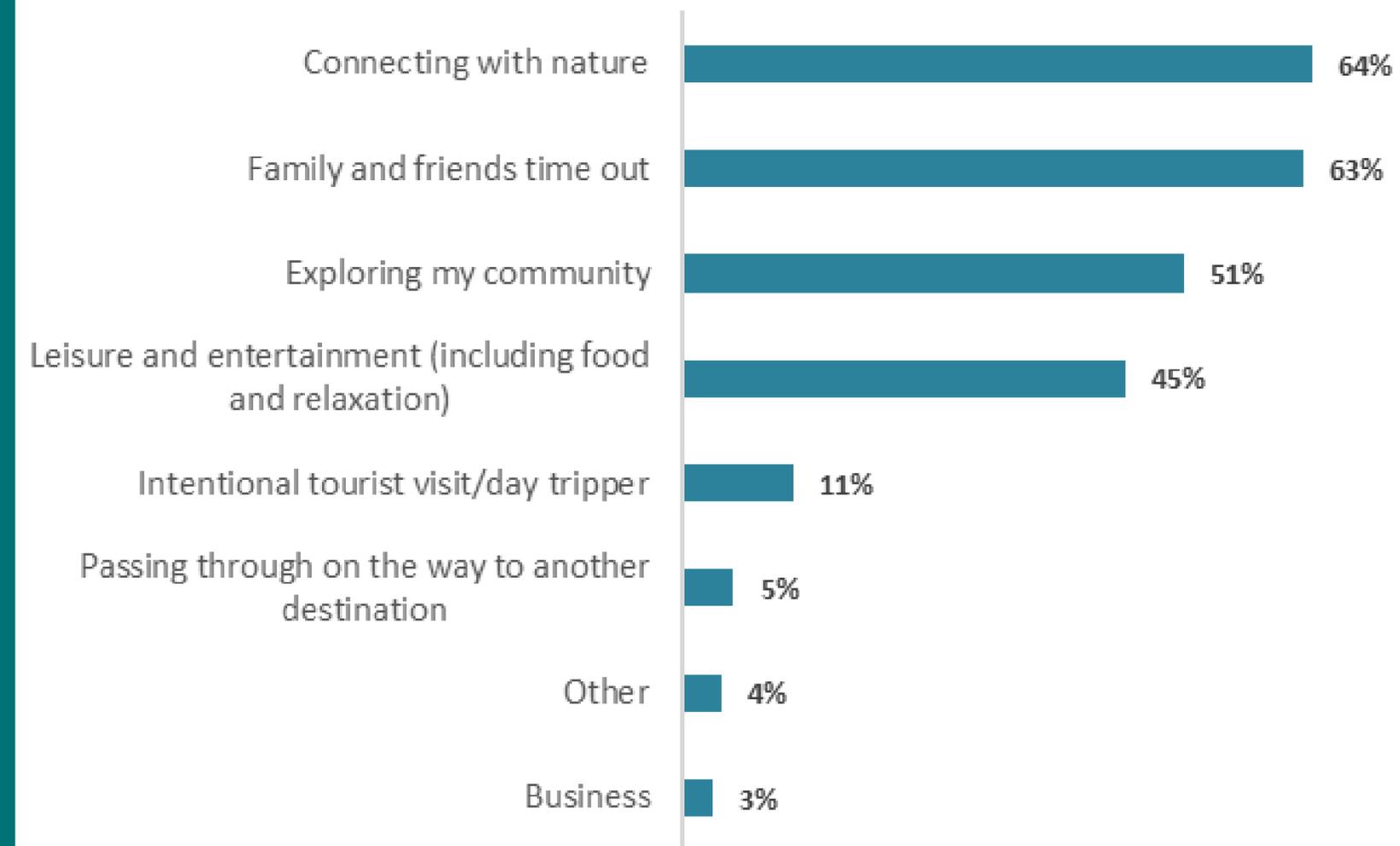


Visitor Behavior and Motivations



What motivates people to visit Maple Ridge

Primary purpose of visit to the tourist attraction/activities
in Maple Ridge



Visitor Behavior and Motivations

Top 10 Bundles of Activities/Attractions

Rank	Bundle of Activities/Attractions	Count of Mentions	Proportion
1	Golden Ears Park, Wildplay Element Park, Golden Ears Cheesecrafters	40	16.00%
2	Golden Ears Park, Wildplay Element Park, Silver Valley Brewing	37	14.80%
3	Golden Ears Park, Golden Ears Cheesecrafters, S&S Blueberry Farm	33	13.20%
4	Wildplay Element Park, Golden Ears Cheesecrafters, Maple Meadows Brewing	28	11.20%
5	Golden Ears Park, Ridge Brewing, Golden Ears Cheesecrafters	25	10.00%
6	Wildplay Element Park, Silver Valley Brewing, Golden Ears Cheesecrafters	22	8.80%
7	Wildplay Element Park, S&S Blueberry Farm, Golden Ears Cheesecrafters	20	8.00%
8	Golden Ears Park, Golden Ears Cheesecrafters, Thomas Blueberry Farm	18	7.20%
9	Golden Ears Park, Wildplay Element Park, Ridge Brewing	16	6.40%
10	Golden Ears Park, Kingfishers Waterfront Bar & Grill, Golden Ears Cheesecrafters	14	5.60%

Action Plan



- Increased direct engagement with tourism businesses to provide feedback on service perceptions for the purpose of service improvement.
- Seasonal marketing campaigns to better highlight Maple Ridge's attractions, itineraries, and experiences available in the City.
- Strengthening collaboration with tourism operators will ensure alignment with visitor expectations.
- Collaboration with Corporate Communications to create targeted marketing campaigns to increase the promotion and awareness of local attractions and itineraries.

Action Plan



- Implement a data-driven approach to segment visitor demographics and preferences to tailored experiences.
- Strengthened collaboration with tourism operators and experience providers to align product offerings with visitor expectations.
- Collaborate with relevant departments to enhance visitor accessibility and infrastructure improvements such as directional and way-finding signage.
- Continued engagement with new potential Hoteliers, brand owners, landowners, and developers/operators regarding the opportunities for hotel development in Maple Ridge.



Conclusion



The survey captured data on visitor satisfaction, participation in local activities, service usage, perceived barriers and likelihood to promote tourist offerings in Maple Ridge. Findings revealed our outdoor recreation and adventure opportunities as a gem cherished by residents and visitors. However, low engagement with available services highlights opportunities to enhance awareness and access.

Insights from this report will inform strategic decisions and support initiatives that align with the tourism strategy and the city's vision for a vibrant, inclusive, and sustainable tourism sector.



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