



## Visitor/Tourism Research Studies

One core area for RRC Associates is conducting and analyzing primary market research for profiling visitors to communities. Several different research techniques exist to capture information about such visitors, each with their own tradeoffs in terms of cost, effort, time spent, and sampling sizes. Generally, the research techniques are designed to collect feedback in terms of visitor demographics, geographic residence, satisfaction with attributes of the experience, strengths and weaknesses, length of trip, expenditure patterns, intent to return, and likelihood to recommend the area to a friend or family member (net promoter score). Information from such studies is frequently used to develop and inform marketing plans, employee training programs, capital expenditure budgets, advertising buys, economic impact assessments, and tourism master plans. Such actionable results are invaluable to community planning efforts.

Typical methodologies for visitor studies include:

- **Intercept Surveys** — Surveys conducted on-site and administered by a trained interviewer are a great way to profile your current customers and, when administered properly, one of the most methodologically sound and accurate research techniques. Feedback from such surveys is critical to understanding perceptions and strengthening marketing and branding efforts.
- **Conversion Studies** — A conversion study is a survey of people who requested visitor information about your town or resort area. The results of the study are used to determine the effectiveness of the advertising campaign in attracting inquirers to actually visit (the “conversion rate”), as well as to profile visitors in terms of a number of attributes and patterns.
- **Web-Based Research** — Online survey research is a quick and cost-effective way to reach your visitors and potential visitors. The surveys can be targeted to a specific population (such as known past visitors), or be more broadly general in order to capture information from people interested in visiting.
- **Kiosk Surveys** — A stationary kiosk unit is an excellent stand-alone methodology, or can be used in conjunction with other methodologies described above. Kiosk units are placed in strategic locations and the visitor is directed by signage and a compelling incentive to complete the electronic survey.



Some of our clients include:

- Big Bear Lake Resort Association (CA)
- Boulder Convention and Visitors Bureau (CO)
- Breckenridge Resort Chamber (CO)
- Cherry Creek North shopping district (CO)
- Colorado Tourism Board (CO)
- Crested Butte Mountain Resort (CO)
- Intrawest Corporation (BC)
- Jackson Hole Mountain Resort (WY)
- Killington Ski Resort (VT)
- Montrose Visitors and Convention Bureau (CO)
- Mount Bachelor Ski Area (OR)
- Pagosa Springs Town Tourism Committee (CO)
- Schweitzer Mountain (ID)
- Ski New Hampshire (NH)
- Steamboat Springs Chamber (CO)
- Telluride Tourism Board (CO)
- Canyons Resort (UT)
- Tourism Walla Walla (WA)
- Town of Estes Park (CO)
- Town of Vail (CO)
- Visit Bend (OR)
- Washington County Visitors Association (OR)