



MEMORANDUM

RE: Mountain Traveler Sentiment Survey

DATE: July 2020

You are invited to participate in RRC Associates' mountain traveler sentiment survey, a generic survey designed for mountain resorts, ski areas, and CVBs/DMOs to distribute broadly to their summer and/or winter visitors. The topics on the survey relate to travelers' opinions and intentions during the COVID-19 pandemic and beyond. We recognize that understanding the concerns and desired experiences of mountain travelers through the recovery period is critically important to planning for the future.

We will provide you a link to the short online survey, for you to send to your email database. It is up to you exactly which customer segments you email the survey to. You would be responsible for emailing the survey to your customer database, using your custom branding, messaging, and email templates.

There is no cost to participate in this survey program. In exchange for distributing this survey to your email database, you will receive in return the results from your resort, and a comparison of your results to all mountain travelers who take the survey. The full overall set of results is anticipated to include feedback from both summer and winter customers, including second homeowners, from a variety of Western mountain towns, destinations, and ski areas.

IMPORTANT: To receive the online survey link customized to your destination or resort, you must provide RRC Associates with the name of your destination or resort that you would like to be piped into the following questions:

- Did you visit _____ in the past 12 months? *(Check all that apply)*
- How likely are you to visit _____ in the next 12 months?
- If you visit _____ in the next 12 months, what month(s) would you most likely visit?
- Once you consider travel to be safe again, what information would you need to help make you more likely to visit _____?

RRC Associates will use the overall results, and some segmentation of the results, for analysis and trend identification. We will not release results from any specific destination/resort.

RRC Associates

Please feel free to contact Dave Belin at RRC Associates (davidb@rrcassociates.com or 303-818-0955) with any questions or comments regarding this proposed research program.

Attachments: Mountain Traveler Sentiment Survey