



CROSSCURRENTCOLLECTIVE.COM



BIG SKY | MONTANA VISITOR OPPORTUNITIES SURVEY

Survey Results 2023





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01

INTRODUCTION

- SURVEY DESIGN AND METHODOLOGY
- SURVEY RESPONSES



INTRODUCTION

Purpose and Intent

This presentation documents the process and results of a survey that was conducted by ECONorthwest and Crosscurrent Collective in 2023. The purpose of the survey is to gather insights from visitors about their experiences and perceptions after visiting the greater Big Sky area. The results of this survey will help inform the development of Visit Big Sky's destination strategy to capitalize on opportunities and improve the visitor experience.

INTRODUCTION

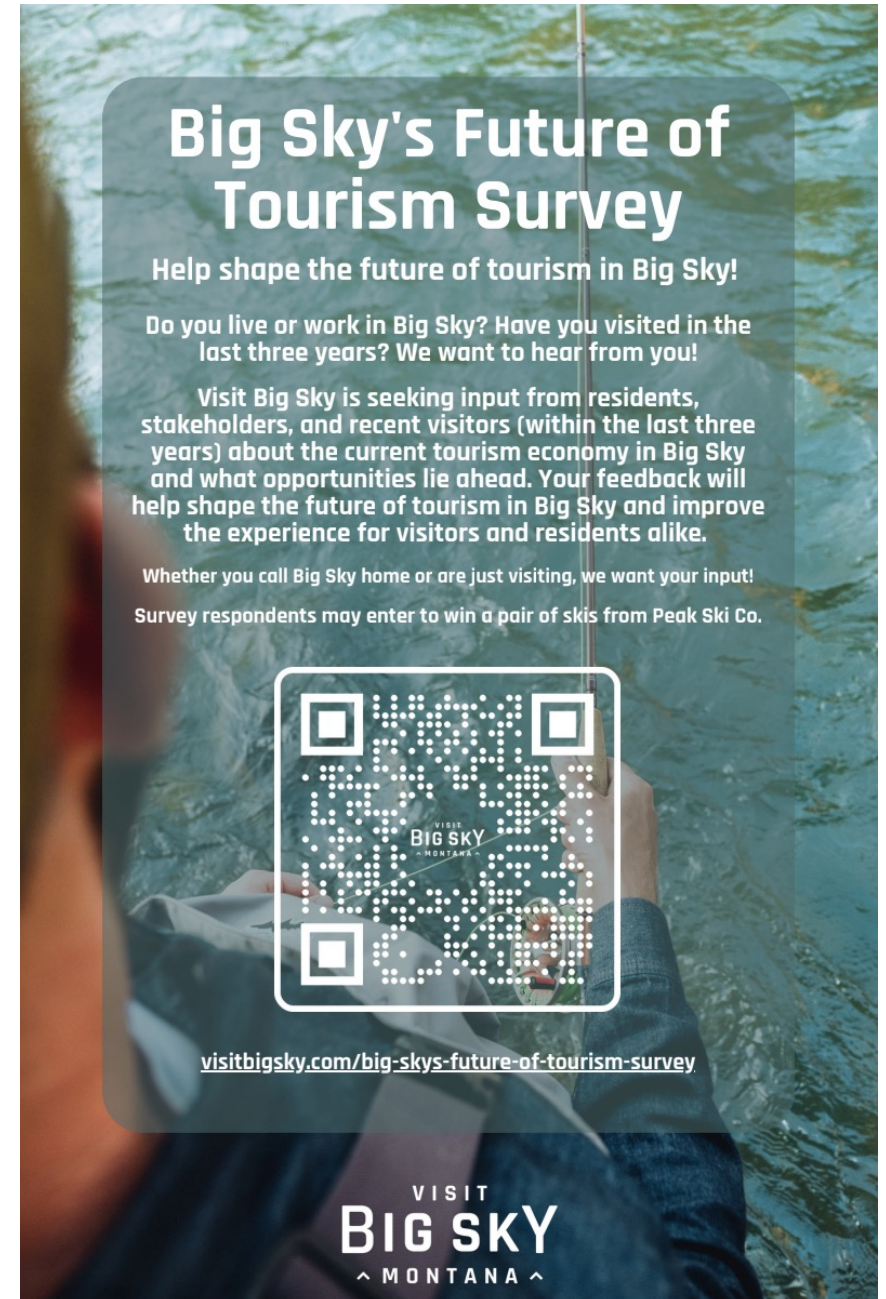
Survey Design and Methodology

ECONorthwest, in collaboration with Crosscurrent Collective and Visit Big Sky, developed a concise set of survey questions to pinpoint the key factors influencing visitation, thereby informing Visit Big Sky's tourism strategy.

The survey was exclusively administered online through Survey Monkey, encompassing a total of **43 questions** and taking **approximately 15 minutes** to complete.

The Visit Big Sky outreach team aimed to secure responses from a target sample size of 384 individuals, based on the estimated annual visitation of 291,500 visitors to the area. This was pursued with a 95% confidence level and a 5% margin of error.

To gather responses, the Visit Big Sky outreach team disseminated survey materials online, distributed cards containing a survey QR code and URL to local businesses and various venues in the Big Sky area, and conducted in-person intercept surveys through ECONorthwest.



INTRODUCTION

Survey Outreach and Intercepts

The most noted method of receiving the survey was through email at 89% of 1,216 responses.

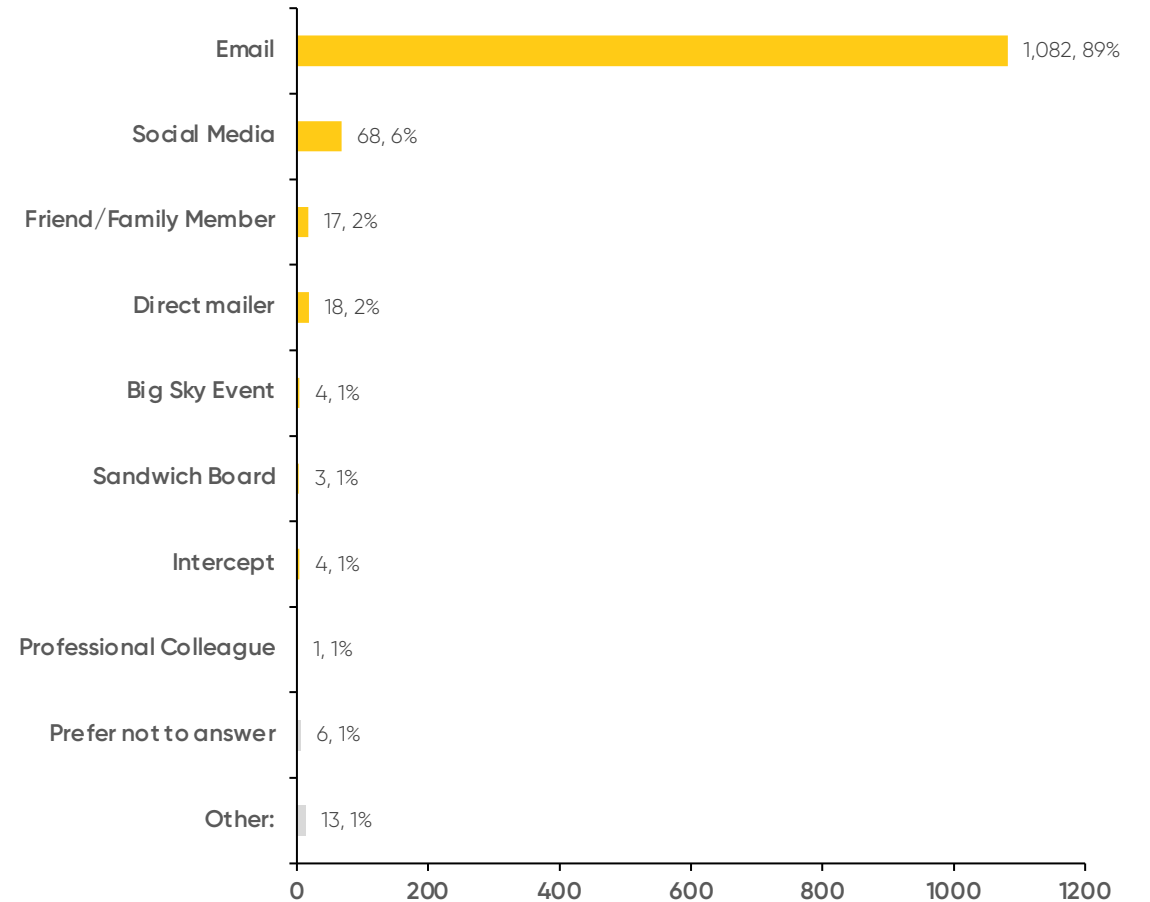
Intercept surveys were conducted during the month of September at the following events and locations:

- Big Sky Town Center
- Music in the Mountains Concert Series
- Big Sky Town Center Oktoberfest
- Beehive Basin Brewery

About 2% of the 1,216 survey respondents reported receiving the survey from an in-person intercept.

The Other category for survey reception primarily included Explore Big Sky and Beehive Basin Brewery

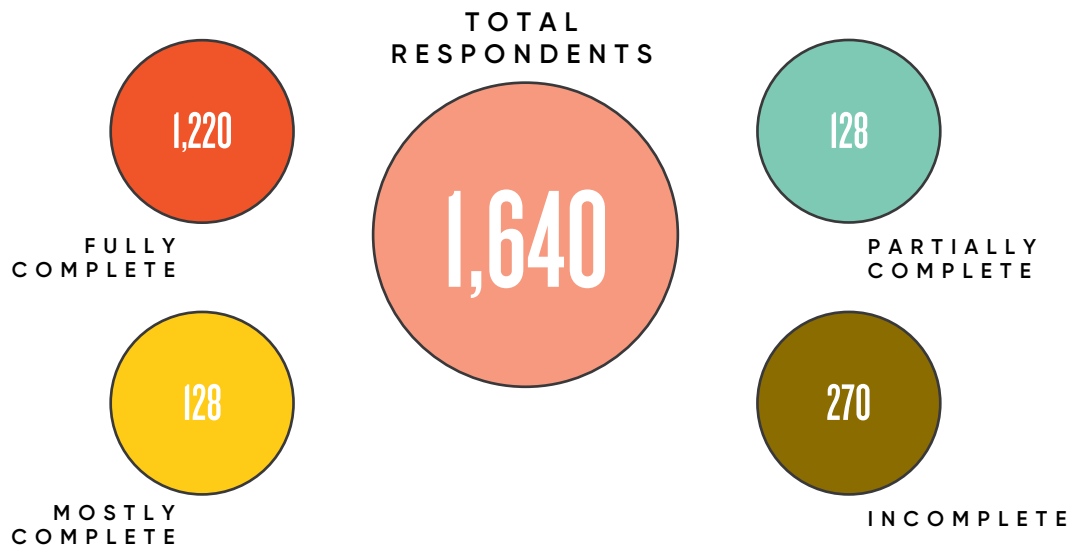
HOW RESPONDENTS RECEIVED THE SURVEY



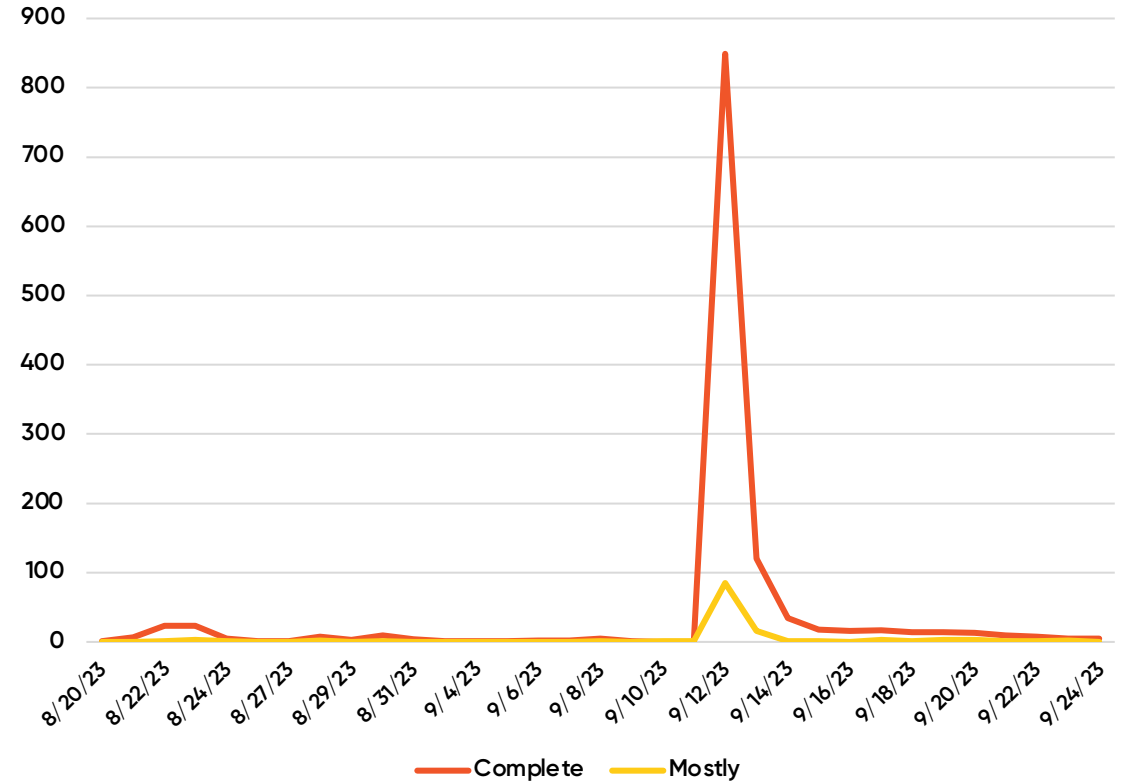
INTRODUCTION

Survey Response

The survey opened to the public on August 15, 2023 and closed on September 24, 2023. In total, there were 1,640 responses collected in the six weeks the survey was open. Of those total responses, 1,220 surveys were fully completed, 128 were mostly complete, 22 were partially complete and 270 were incomplete, having answered one to six questions. The prize drawing captured 902 interested respondents that consented to sharing their contact information.



SURVEY RESPONDENTS OVER TIME



TIME TO COMPLETE SURVEY

	Average Time	Min Time	Max Time
Fully Complete	00:13:41	0:04:04	1:53:48
Mostly Complete	00:05:25	0:00:38	0:34:56

02

DEMOGRAPHICS

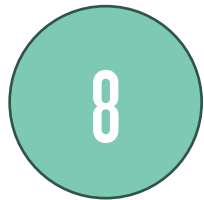
- AGE
- RACE
- INCOME
- TRAVEL ORIGIN

DEMOGRAPHICS

Origin of Respondents



LIVE IN U.S.

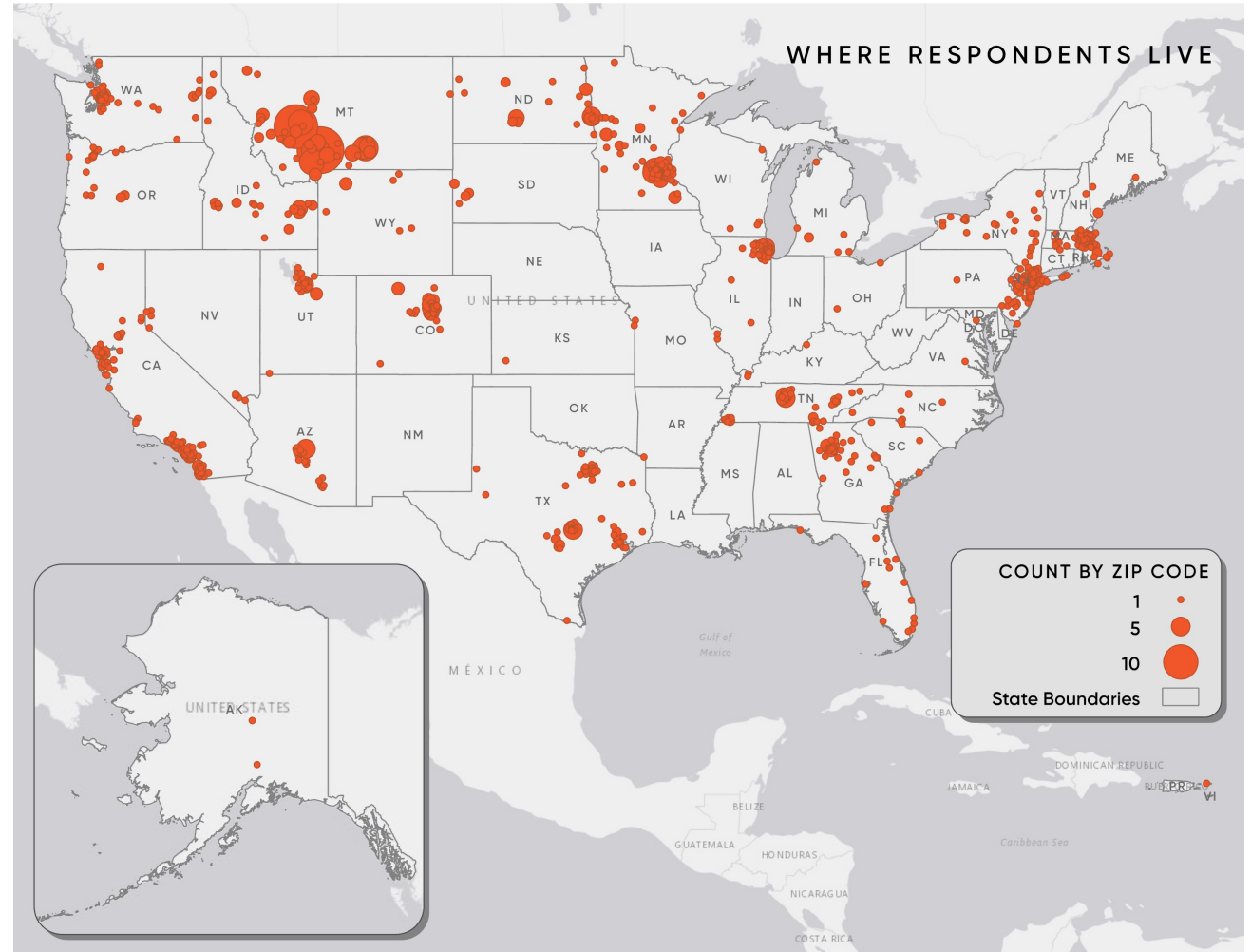
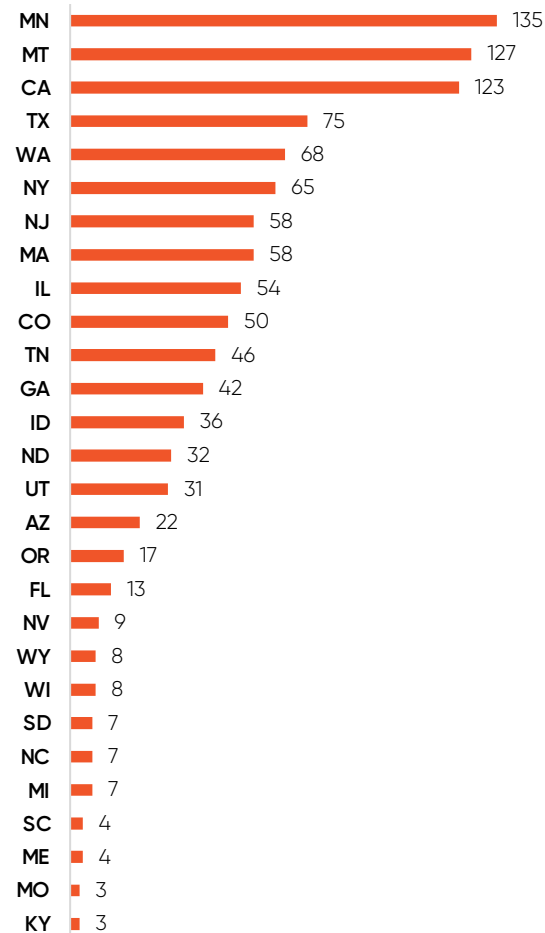


INTERNATIONAL



MINNESOTA

RESPONDENTS PER STATE



Of the 1,640 respondents, 1,127 answered yes to living in the US, and eight listed being an International visitor. The international visitors that listed the country of their home residence were UK (2), Canada (1), and Italy (1).

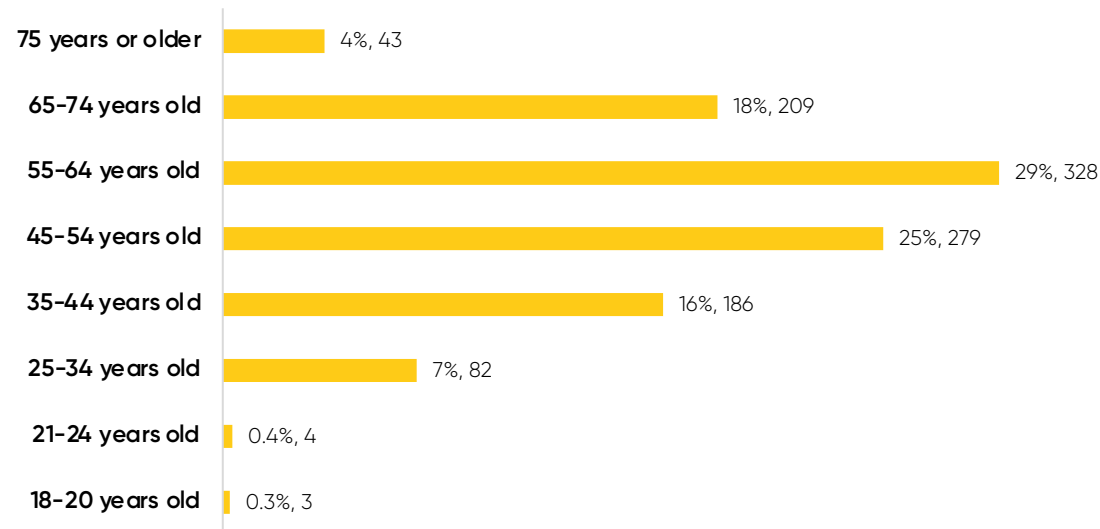
Most survey respondents live in Minnesota (135), Montana (127), and California (123).

DEMOGRAPHICS

Age

Out of the 1,139 respondents who provided their birth year, there were 5 invalid entries. The majority fell within the 55-64 years old range, with 328 individuals, constituting 29% of the total respondents.

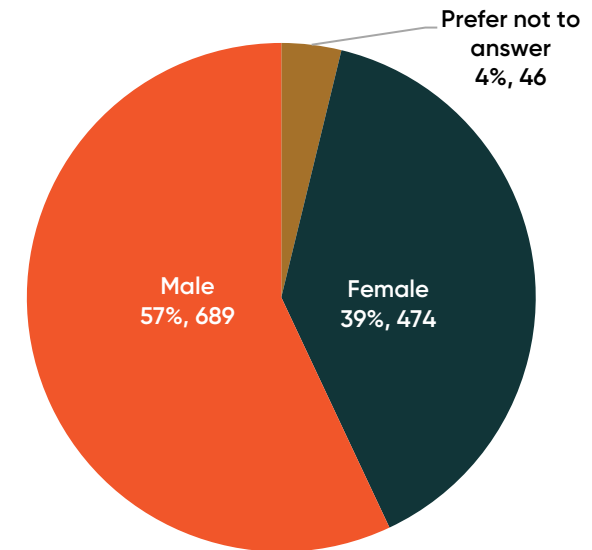
AGE OF RESPONDENTS



Gender

Out of the 1,210 respondents who reported their gender, the majority, 689 (57%), identified as Male, while 474 (39%) identified as Female. Additionally, 46 (4%) respondents chose "Prefer not to answer," and one respondent listed their gender as nonbinary.

GENDER OF RESPONDENTS

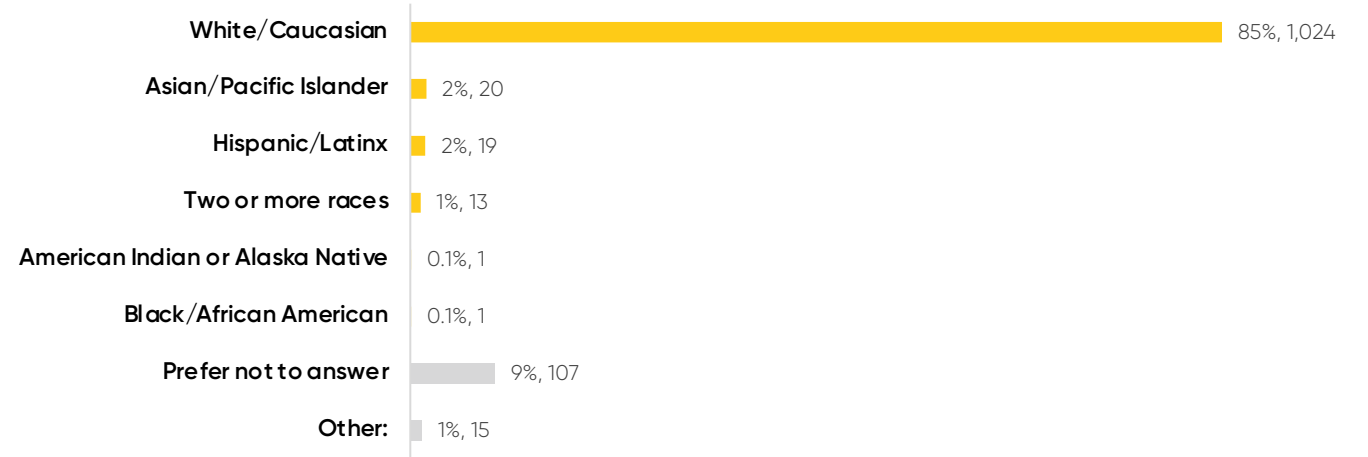


DEMOGRAPHICS

Racial Background

The majority of survey respondents, accounting for 1,024 (85%) out of the 1,200 responses, identified as White/Caucasian. A total of 107 (9%) respondents opted not to provide an answer. Some "Other" responses included humorous entries such as Hot Dog, Human, Bigfoot, American, and others who felt that race should not be a relevant consideration.

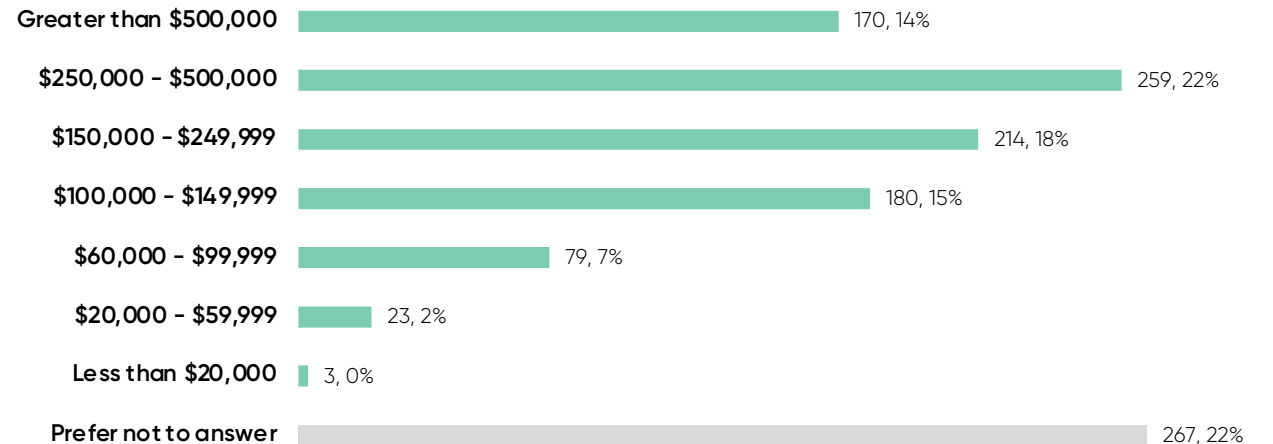
RACIAL BACKGROUND OF RESPONDENTS



Income

The most frequently reported annual household income range was \$250,000 - \$500,000, with 259 respondents (22%) out of the 1,195 who answered this question. Among the 1,195 respondents, 928 (78%) disclosed their income, while 267 (22%) preferred not to answer this question.

RESPONDENTS' ANNUAL HOUSEHOLD INCOME



03

VISITATION SUMMARY

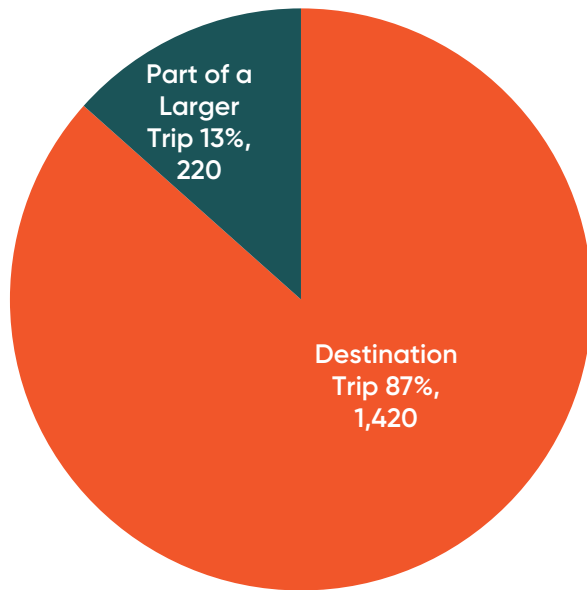
- TYPE OF VISIT
- VISITATION PLANNING
- VISITOR PROFILE

VISITATION SUMMARY

Visitor Profile – Type of Trip

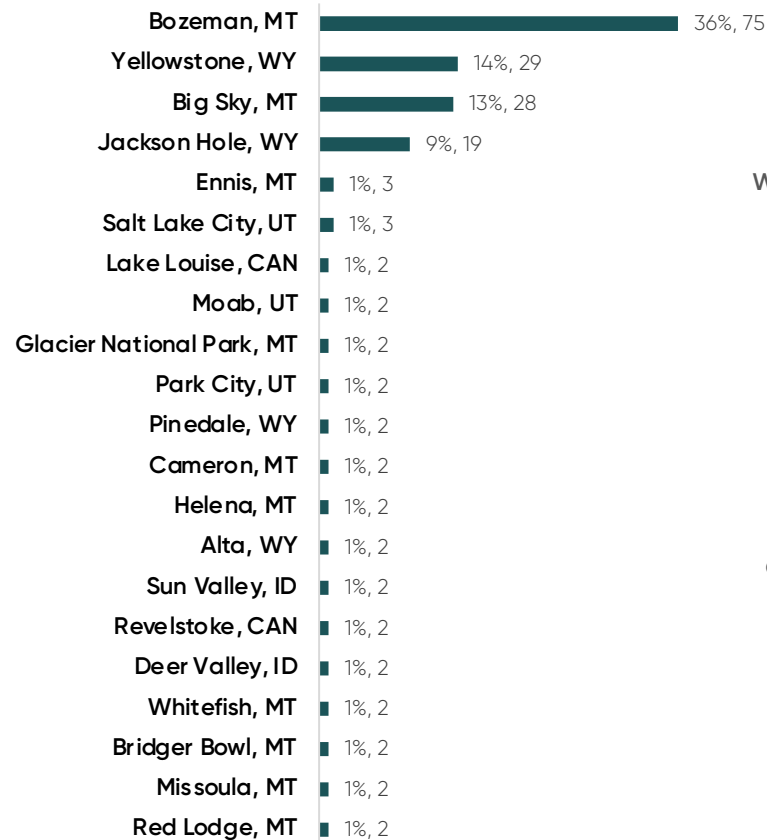
Most respondents (87%) visited Big Sky as their primary destination, while only 13% of respondents visited as part of a larger trip.

TYPE OF TRIP TO BIG SKY

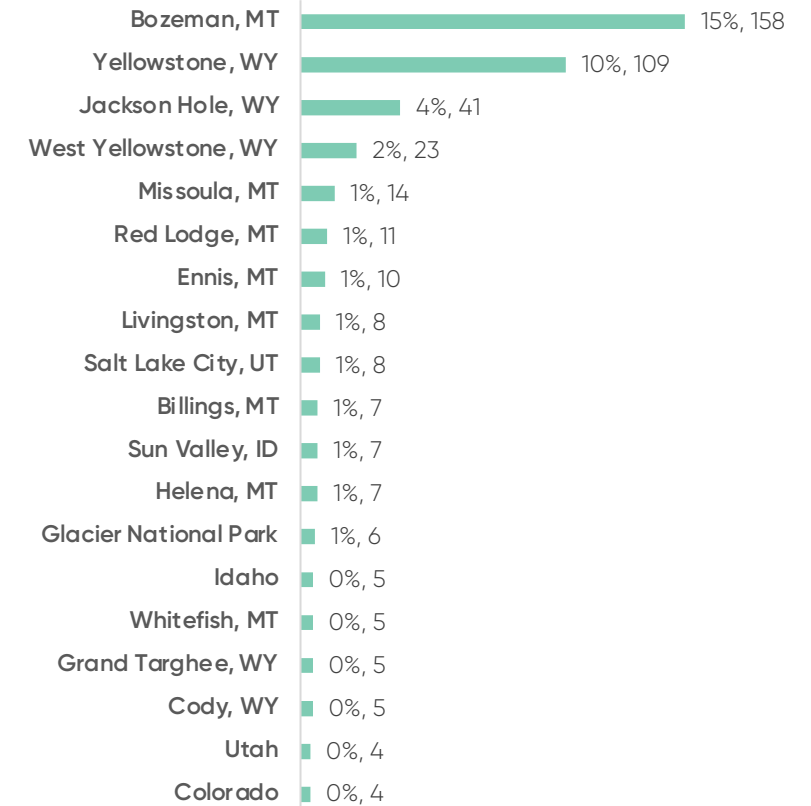


Respondents that marked Big Sky as being part of a larger trip (13%), listed the primary trip destination and other destinations visited as part of their trip.

PRIMARY TRIP DESTINATION



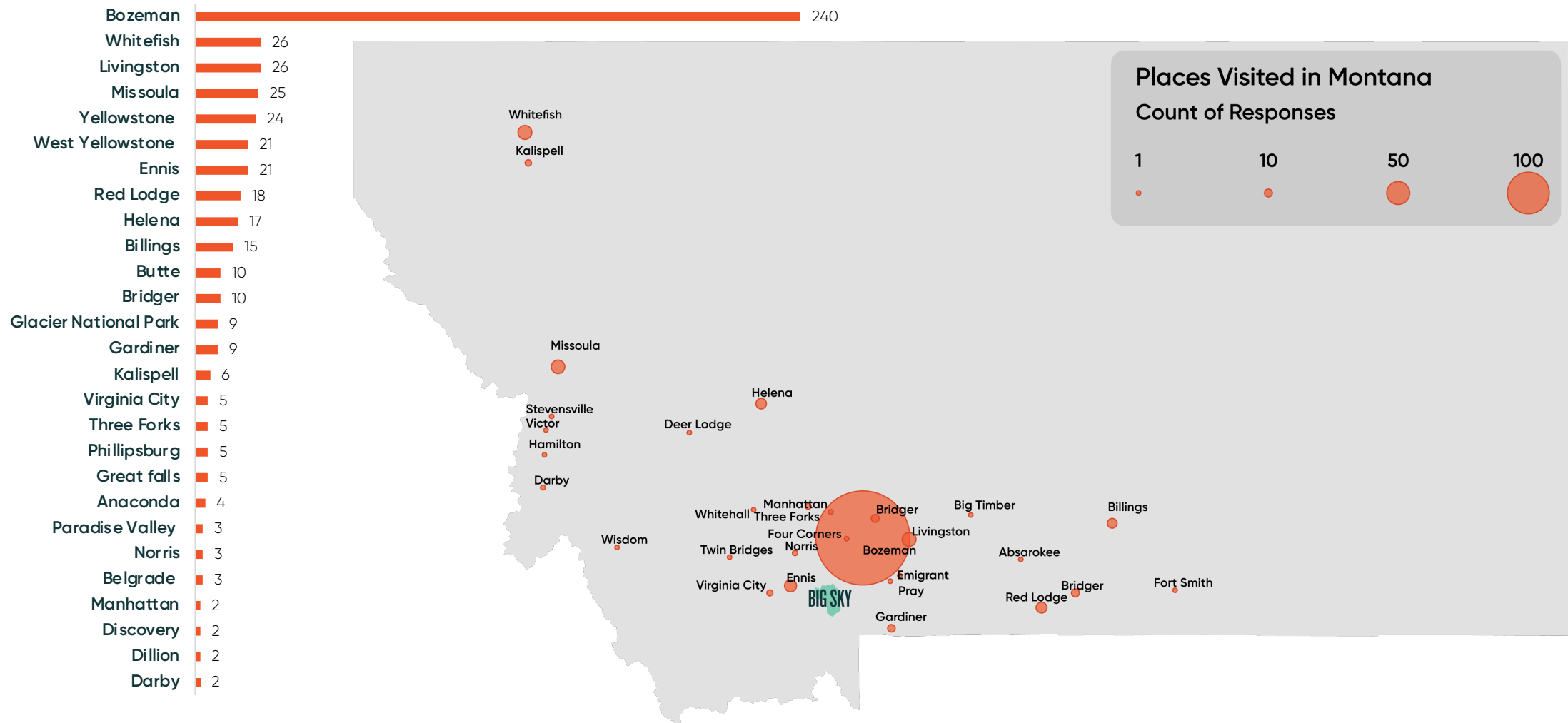
OTHER DESTINATIONS VISITED



VISITATION SUMMARY

Visitor Profile – Places Visited in Montana

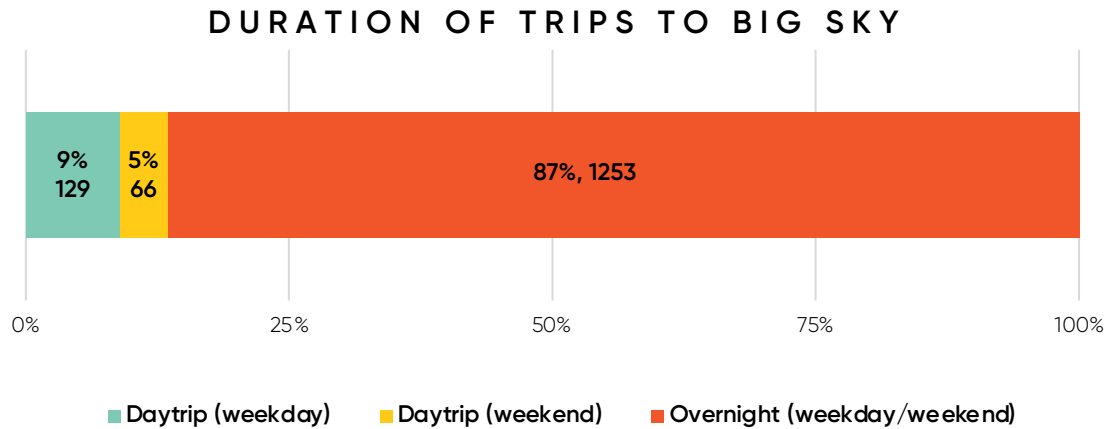
Many respondents traveled to other places in Montana as part of their trip to Big Sky. The map and chart displays where in Montana respondents visited and the count of how many mentioned these Montana cities.



VISITATION SUMMARY

Visitor Profile – Duration and Frequency of Visits

The majority of respondents (87%) indicated staying overnight as a part of their trip to Big Sky.



AVERAGE LENGTH OF OVERNIGHT STAY

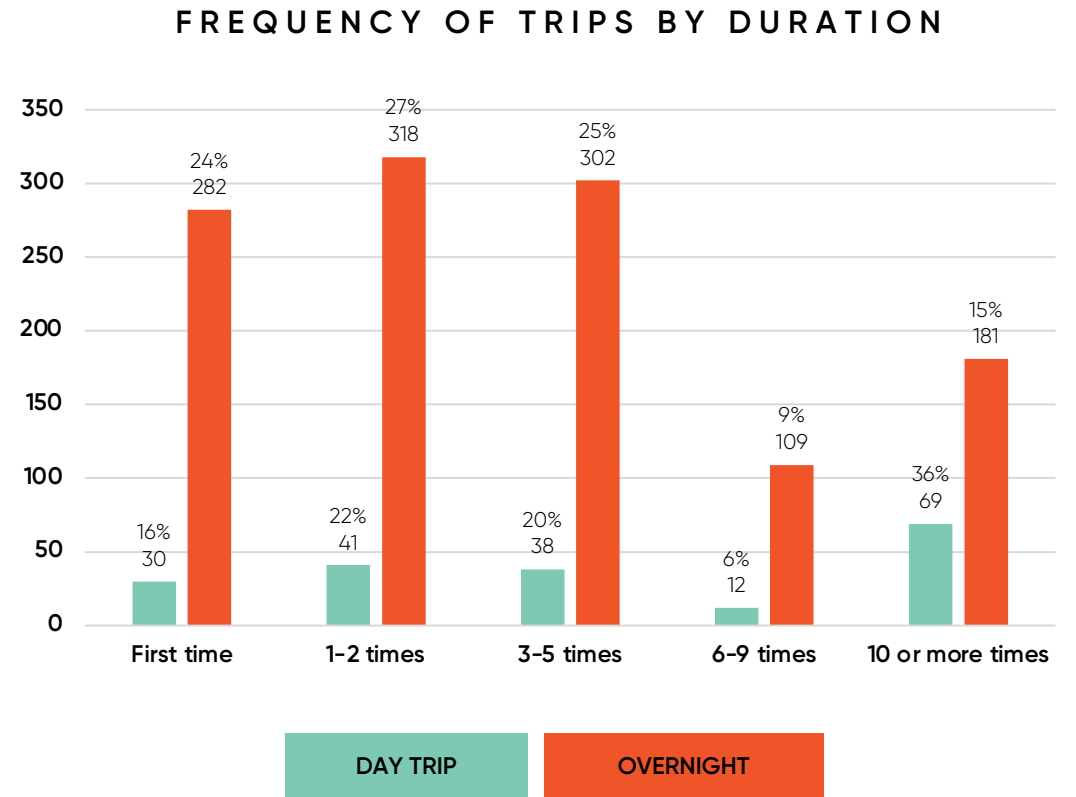


Weekday



Weekend

Three-quarters of the overnight visitors exhibited a mid to low frequency of visiting Big Sky, surpassing the frequency of long-time (10+ visits) visitors. This indicates that Big Sky is attracting new overnight visitors to the area. In contrast, day trip visitors had a higher percentage of return visitors with 10+ visits (36%) compared to first-time or less frequent visitors.

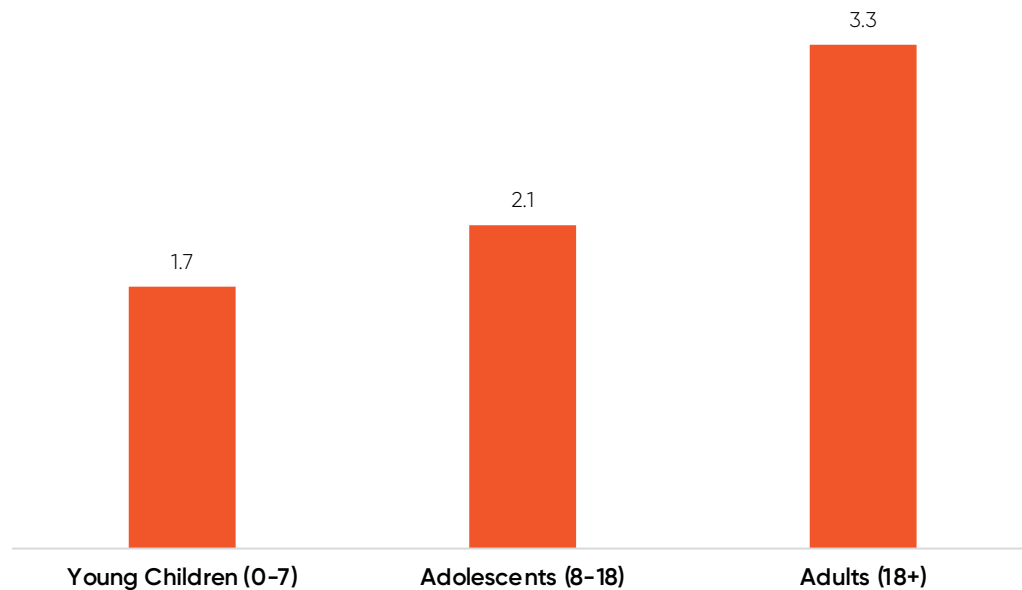


VISITATION SUMMARY

Visitor Profile – Travel Party

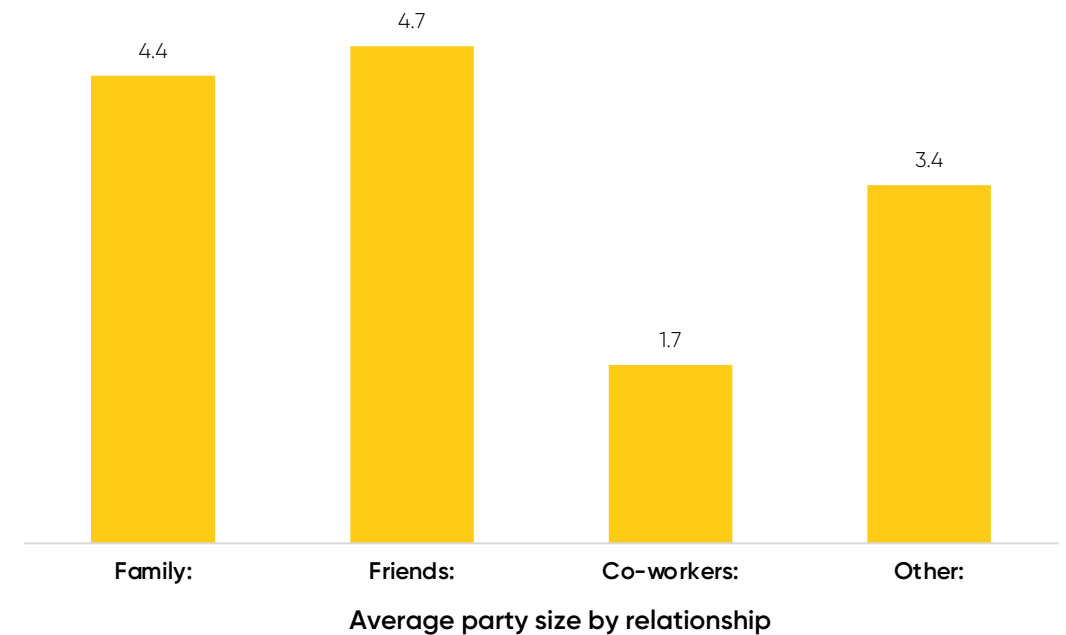
The average party generally had two young children (1.7), two or more adolescents (2.1), and three or more adults (3.3) per group.

AVERAGE PARTY SIZE BY AGE



The average number of family members in a traveling party was approximately four, while the number of friends typically amounted to five. Additionally, the number of co-workers averaged around two.

RELATIONSHIP TO MEMBERS IN PARTY

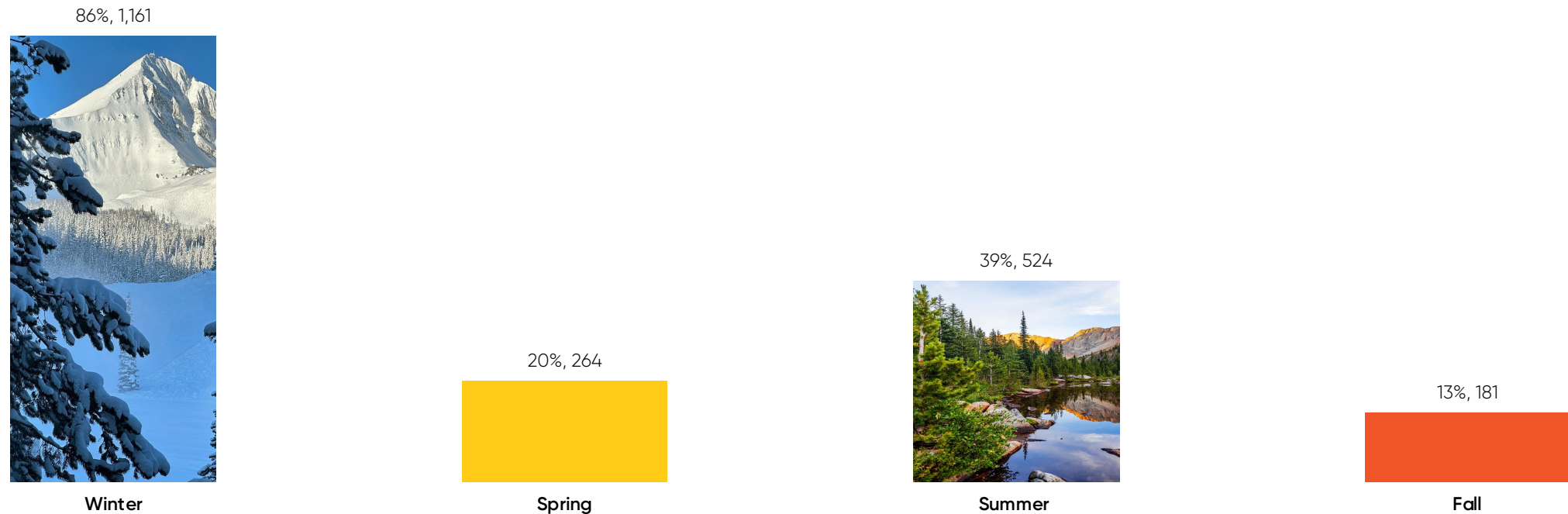


VISITATION SUMMARY

Visitor Profile – Travel During Seasons

Respondents overwhelmingly (86%) visit Big Sky during the Winter, with the next most visited season being Summer (39%).

SEASONS VISITED

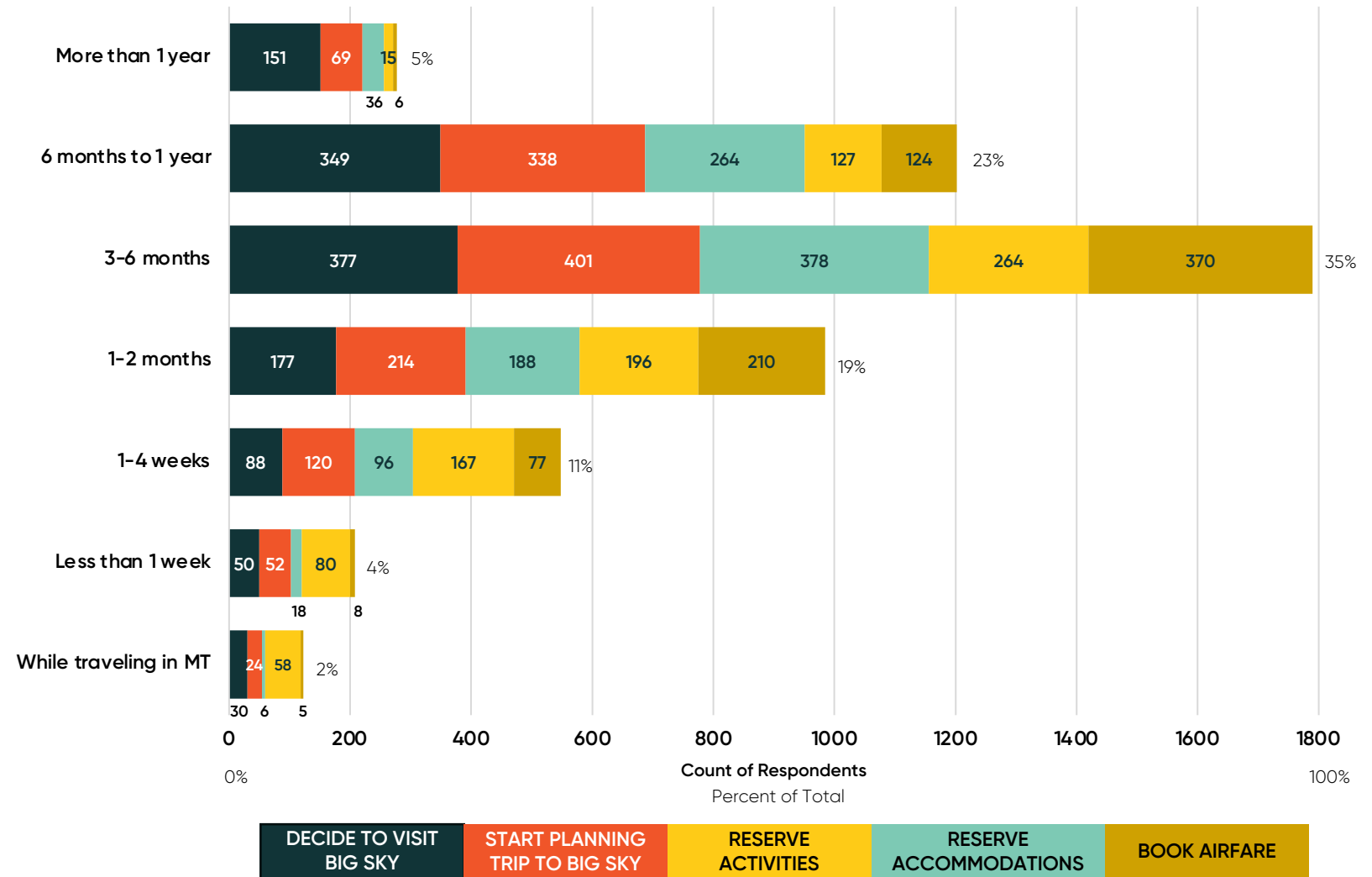


VISITATION SUMMARY

Planning

This chart illustrates the timeline for when respondents initiated their trip planning. The majority of respondents (35%) typically began planning their trips between three to six months prior to their travel dates. These trip planning details encompassed making reservations and booking travel at least two months in advance.

TIMELINE FOR TRIP PLANNING

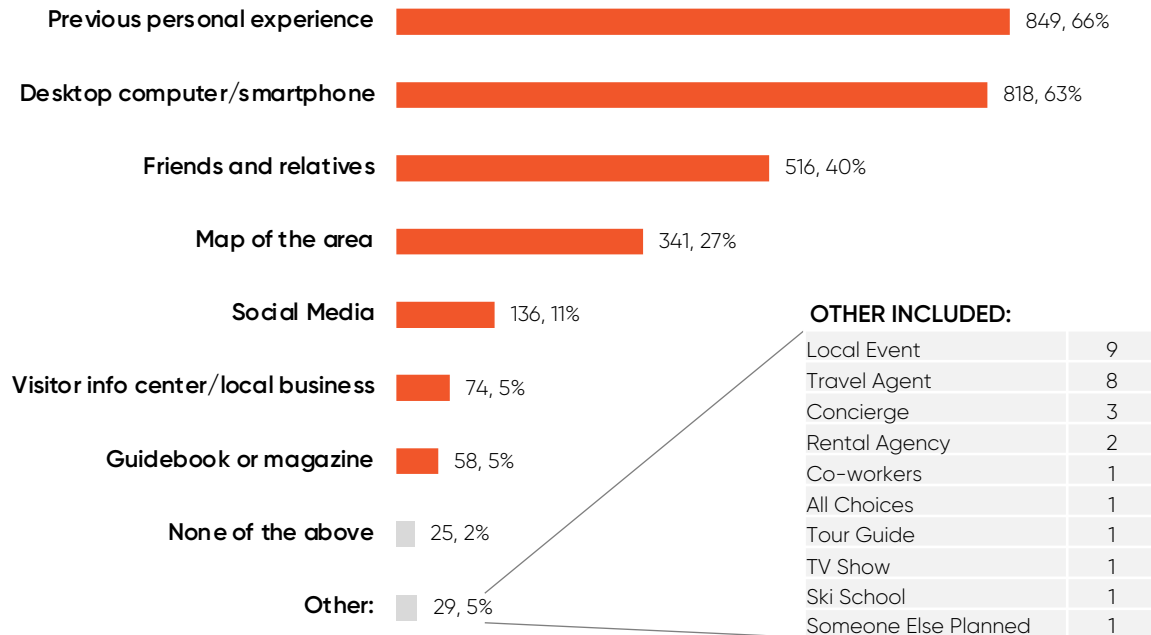


VISITATION SUMMARY

Planning

The most commonly utilized method for planning trips to Big Sky was drawing from previous personal experience, chosen by 849 respondents, accounting for 66% of those who answered the question out of 1,284. A close second was the use of the internet on a desktop computer or smartphone, selected by 818 respondents, constituting 63% of the total.

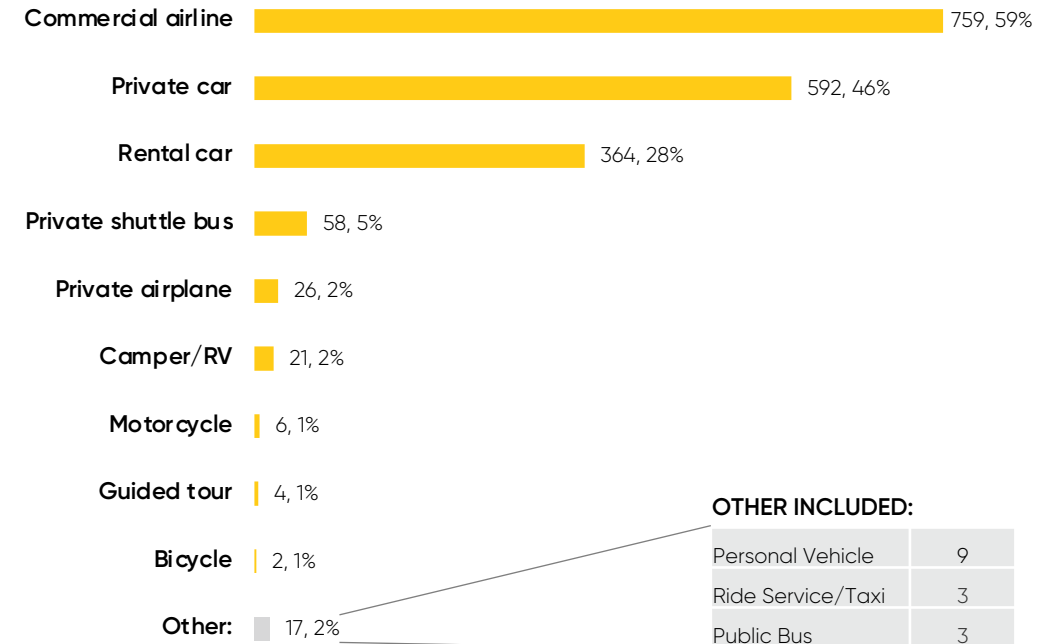
TOOLS USED TO PLAN TRIPS



Traveling

The majority of respondents traveled to Big Sky via commercial airline (59%) or by private car (46%). It's worth noting that some respondents indicated multiple methods of travel to Big Sky.

TRAVEL METHOD TO BIG SKY

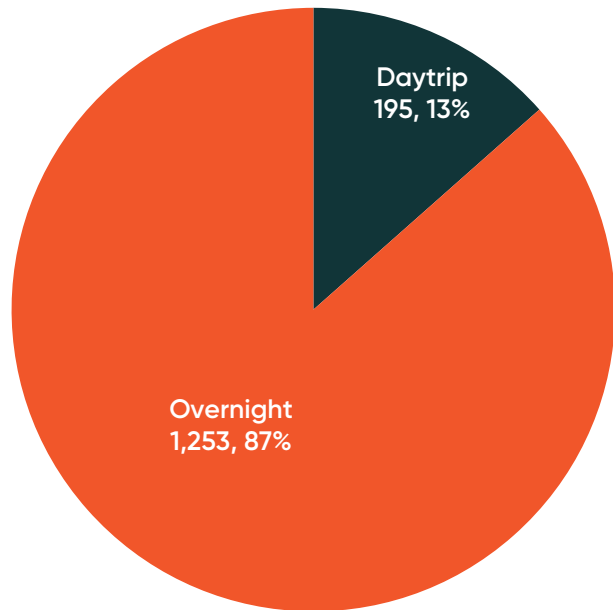


VISITATION SUMMARY

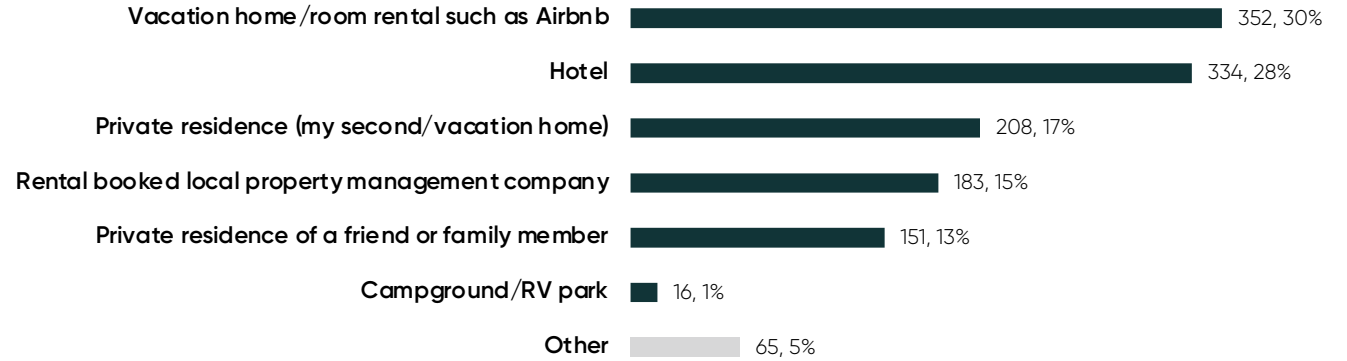
Accommodations

The majority (87%) of respondents stayed overnight as part of their trip to Big Sky.

TYPE OF TRIP TO BIG SKY



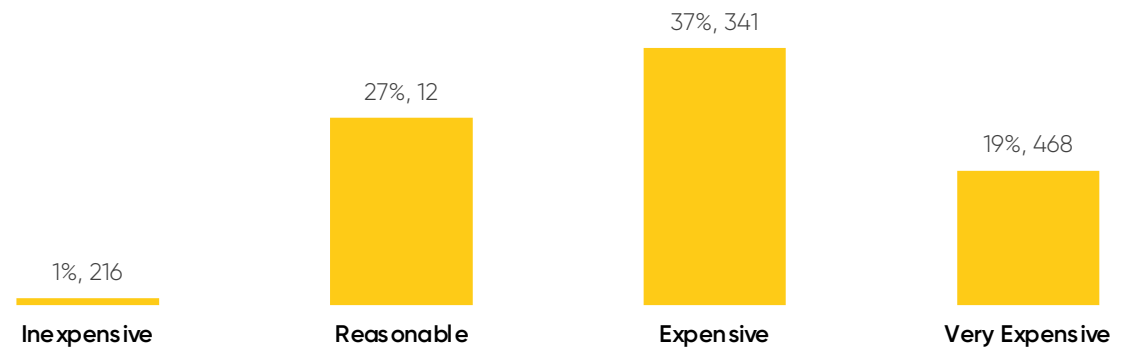
TYPES OF ACCOMMODATIONS



The most commonly utilized accommodations included rentals like Airbnb (30%) and hotels (28%). In the "Other" category, many respondents mentioned using timeshares or shared condos.

Most respondents (37%) felt the cost for accommodations were expensive. Very few (1%) felt they were inexpensive.

PERCEPTION OF ACCOMMODATION COSTS

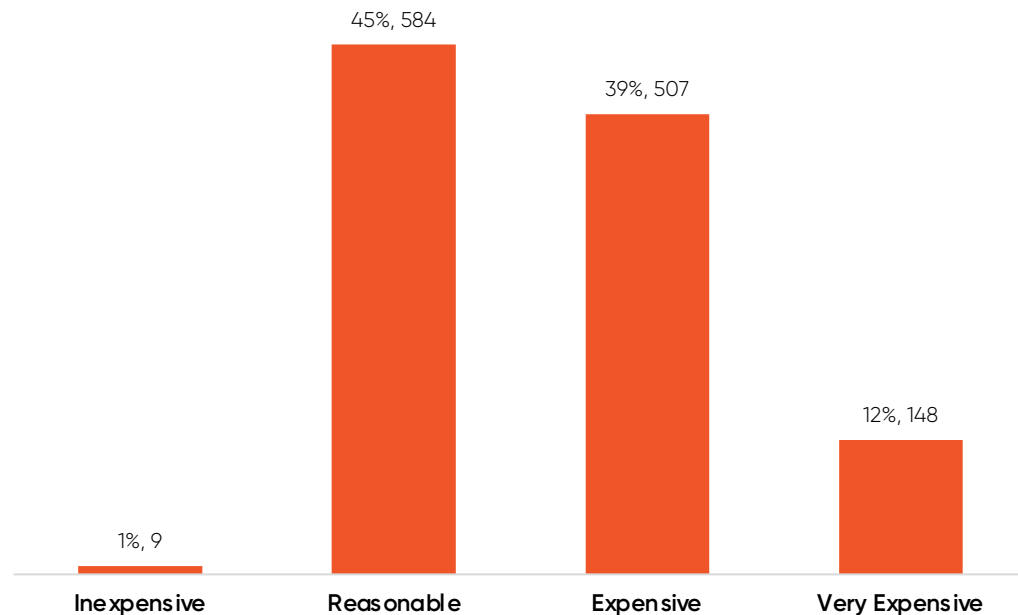


VISITATION SUMMARY

Perception of Value for Costs

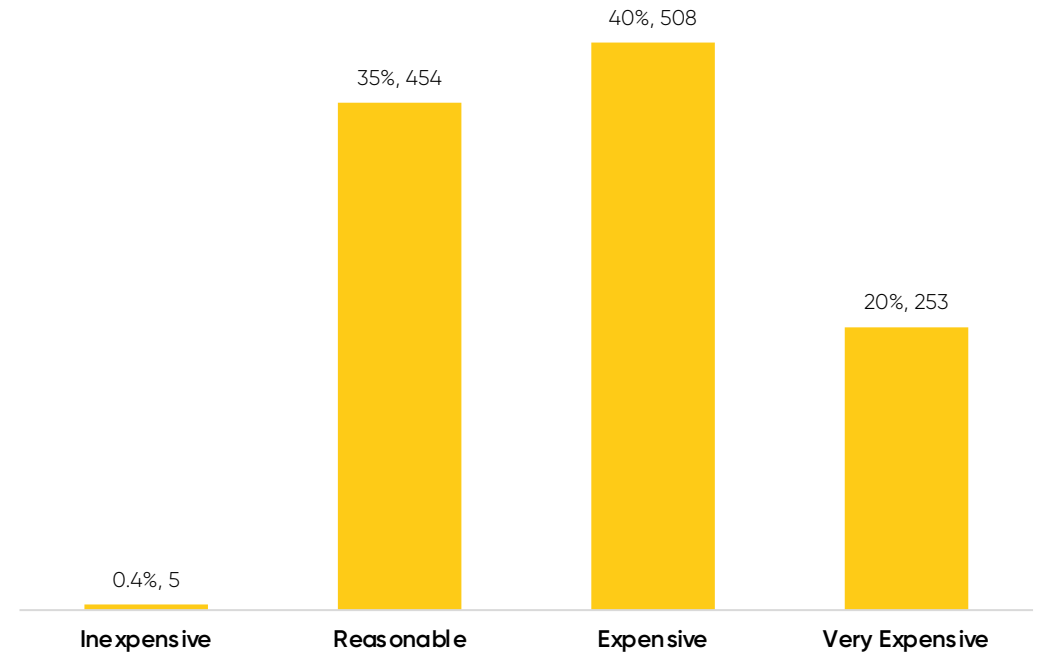
The majority of respondents (45%) found dining costs to be reasonable. However, 39% of respondents considered dining costs to be expensive, and only 1% found them to be inexpensive.

PERCEPTION OF DINING COSTS



Activities exhibit a pattern similar to accommodation costs, with the majority (40%) reporting them as expensive, while only five respondents found them to be inexpensive.

PERCEPTION OF ACTIVITIES COSTS



A scenic landscape featuring a river with white-water rapids. In the foreground, a group of people in an orange raft are navigating the rapids. The river is surrounded by lush green trees and a prominent, layered rock cliff on the left side. The sky is overcast with grey clouds. A dark green rectangular box is overlaid on the left side of the image, containing the number '04'.

04

VISITOR EXPERIENCE

- ACTIVITIES AND MOTIVATORS
- IMPORTANCE AND SATISFACTION
- OVERALL EXPERIENCE

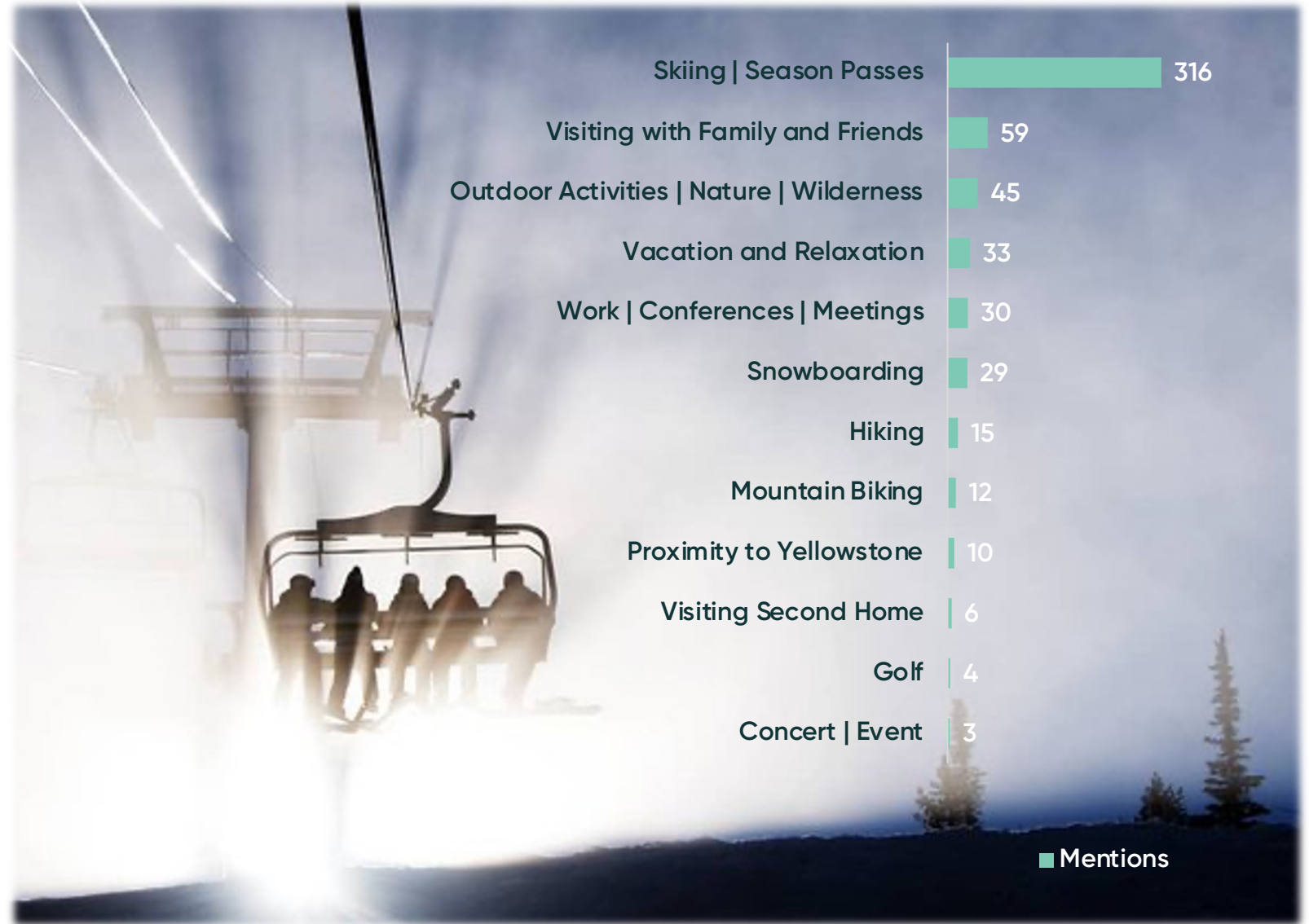
VISITOR EXPERIENCE

Primary Motivator for Visiting

Skiing is by far the most common motivator for visiting Big Sky, followed by being with Family and Visiting Family and Friends. Being in nature and engaging in outdoor activities were also significant motivators for visiting Big Sky.

There were mentions of various other motivators, indicating the diverse reasons people visit Big Sky.

Primarily, people want a place they can enjoy their favorite activities with friends and family, while experiencing the scenic landscape and feeling connected to nature.



VISITOR EXPERIENCE

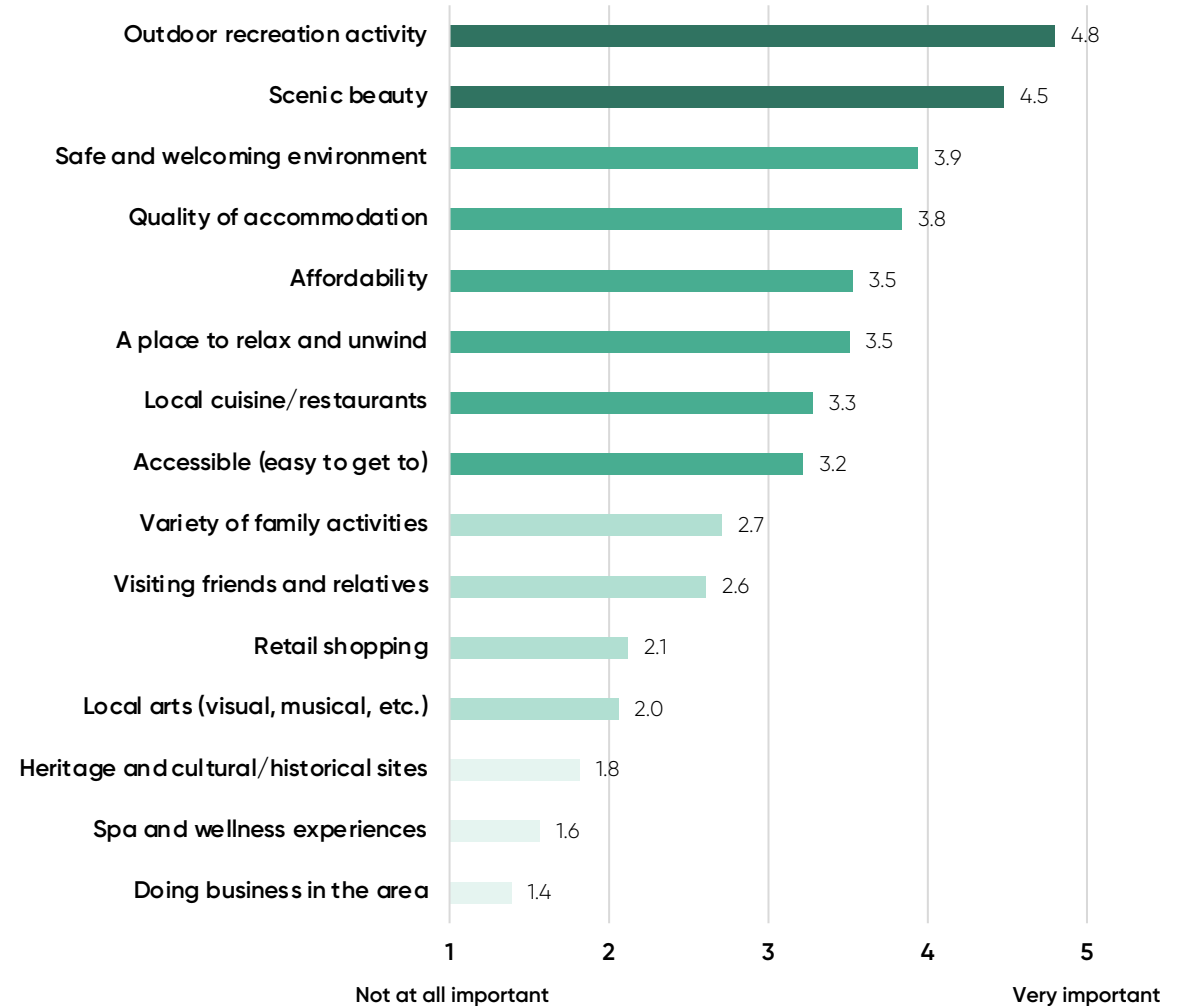
Factors of Importance for Visiting

Rated as the most important factor for visiting, respondents prioritize **outdoor recreation activities**, indicating a strong desire for engaging in recreational pursuits such as skiing, snowboarding, hiking, and mountain biking.

The visual appeal of Big Sky's **scenic landscapes** holds great significance (rated 4.5 on average), suggesting that individuals are drawn to the breathtaking and picturesque surroundings.

A **safe and welcoming environment** was rated among the top 3 factors, indicating visitors value a sense of safety and a warm, friendly atmosphere.

IMPORTANCE OF FACTORS FOR VISITING

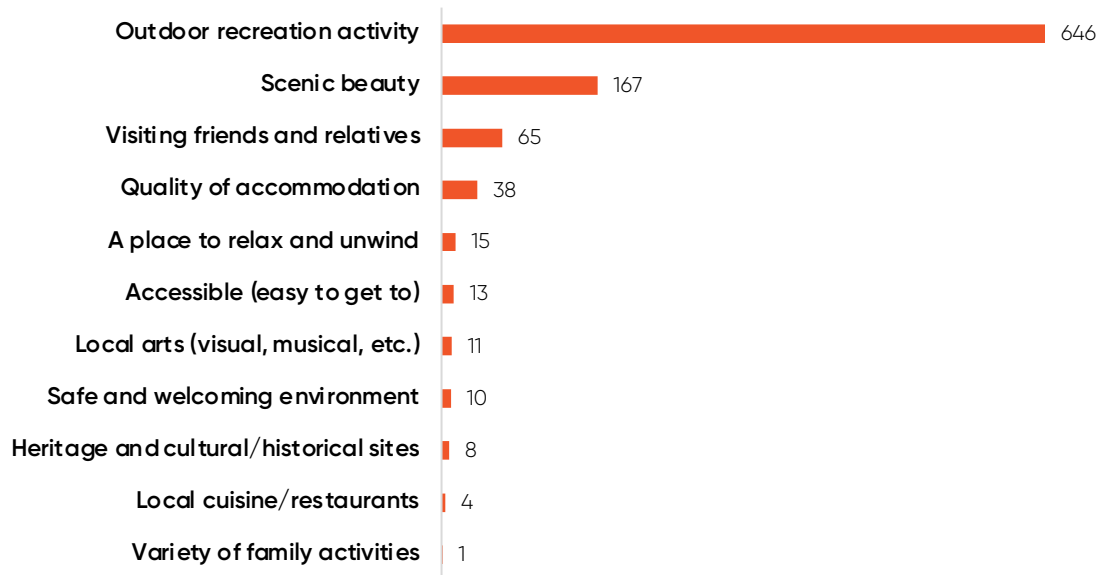


VISITOR EXPERIENCE

Most Enjoyed Experience While Visiting

The most enjoyable experiences were categorized based on factors critical for visitation, allowing for the identification of patterns in the relationship between importance and satisfaction of these factors. The most enjoyable experiences were found to align with three factors of importance for visitation: Outdoor recreational activities, Scenic beauty, and Visiting friends and relatives.

ENJOYED EXPERIENCES BY FACTORS OF IMPORTANCE FOR VISITATION



SKIING

474 Mentions



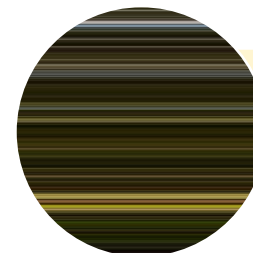
SCENERY

89 Mentions



FAMILY TIME

65 Mentions



OUTDOOR ACTIVITIES

62 Mentions

VISITOR EXPERIENCE

WHY BIG SKY DID MEET EXPECTATIONS?

1 | Skiing Excellence

Visitors consistently praised Big Sky for its great skiing, vast skiable terrain, and varied options for all skill levels. They appreciated the quality of the mountain and services. The mountain's expansive and well-maintained ski terrain was a highlight.

2 | Beautiful Scenery

The natural beauty and gorgeous scenery in and around Big Sky, particularly during the skiing season, were highly appreciated. Many visitors mentioned breathtaking landscapes and the beauty of the area.

3 | Small Town Charm and Welcoming Community

Some visitors liked the small-town atmosphere and the sense of community in Big Sky. They appreciated the friendly people and local establishments. The fact that Big Sky was less crowded compared to other ski resorts.

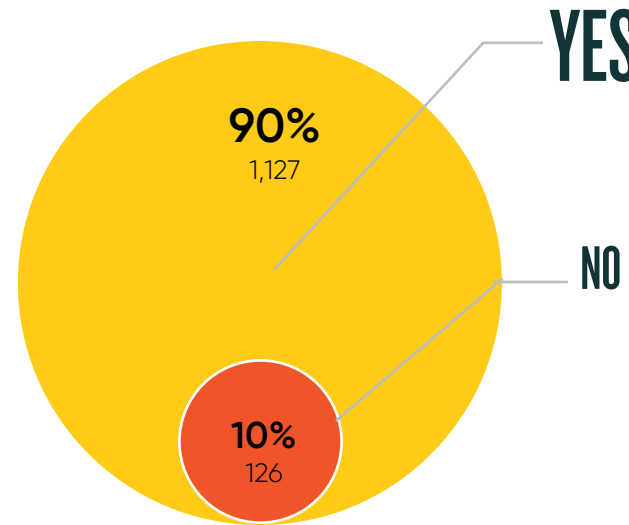
4 | Accessibility

Big Sky's accessibility, especially from nearby airports like Bozeman, made it a convenient destination for many visitors. Being able to get there easily was mentioned as a positive aspect.

5 | Variety of Activities

Many visitors mentioned that they enjoyed a range of activities beyond skiing, from hiking and outdoor adventures to dining and entertainment.

DID BIG SKY MEET EXPECTATIONS?



WHY BIG SKY DID NOT MEET EXPECTATIONS?

1 | High Cost

Many visitors expressed disappointment with the high cost of various aspects of their Big Sky experience, including lift tickets, accommodations, dining, and transportation.

2 | Overcrowding

A significant number of visitors noted issues with overcrowding, long lift lines, and the resort becoming too exclusive.

3 | Limited Dining Options

Guests mentioned a lack of dining options on the mountain, difficulty making reservations, and high restaurant prices.

4 | Inadequate Infrastructure and Services

Visitors noted a lack of infrastructure to support the growing number of visitors, including limited dining options, not enough bathrooms, lack of waste or recycling receptacles, and poorly maintained roads.

5 | Changes in Atmosphere

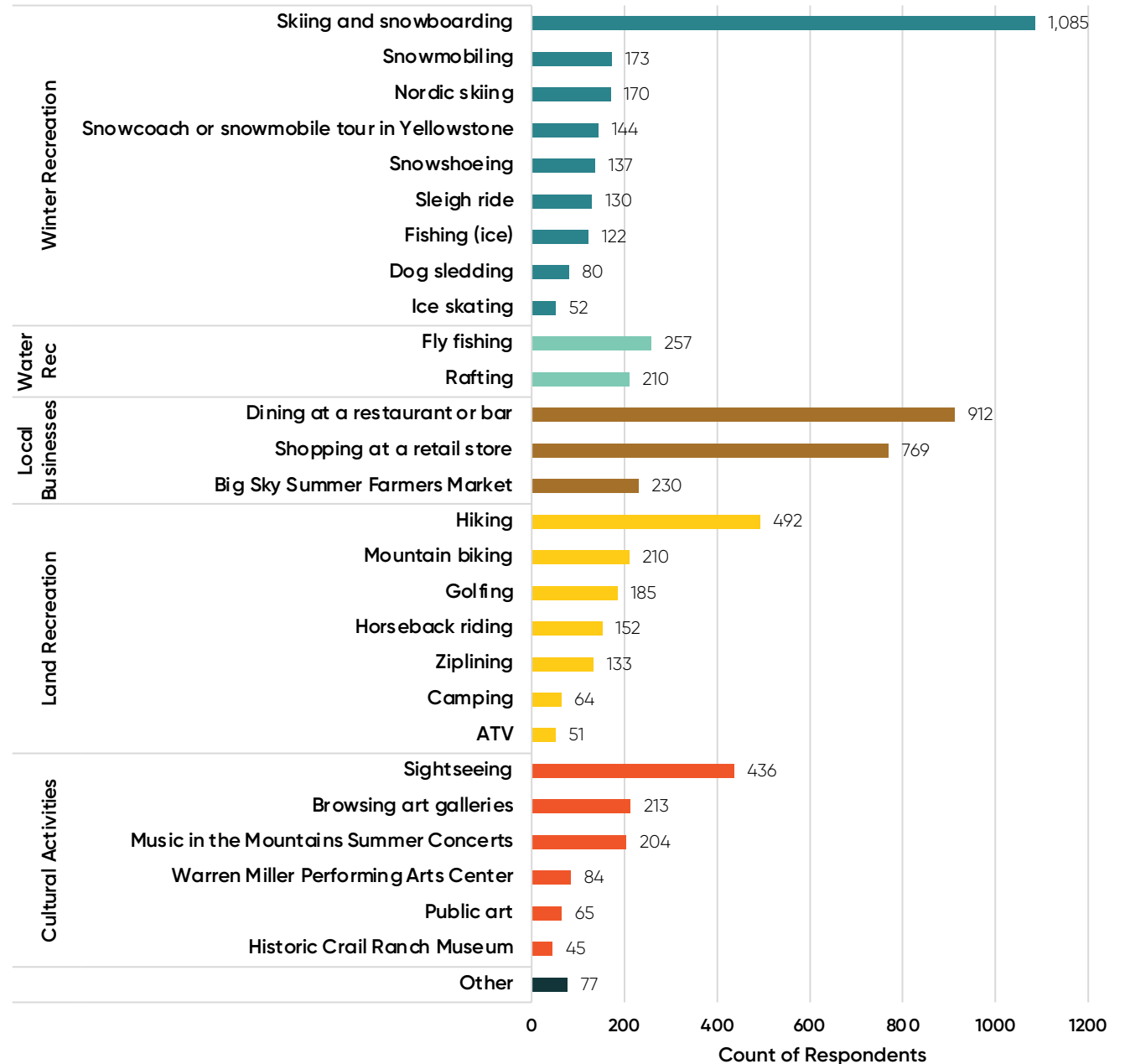
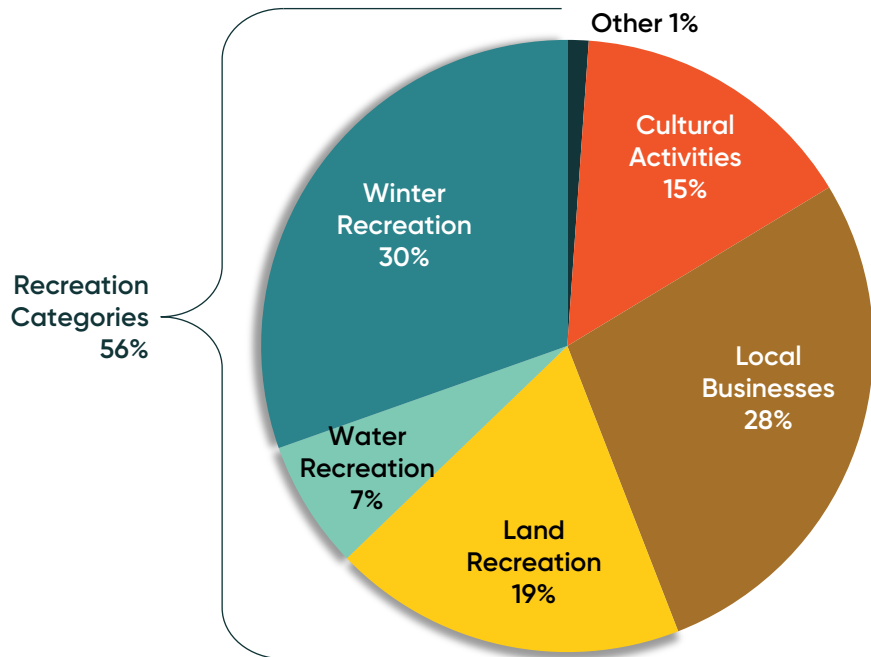
Some visitors felt that the atmosphere at Big Sky had changed over the years, becoming less welcoming to families, locals, and those seeking a more affordable ski experience.

VISITOR EXPERIENCE

Activities Respondents Participated In

Respondents were asked which activities they participated in during their visit. Of the 1,277 respondents that answered this question, a total of 6,888 activities were participated in, with the most reported activity as **Skiing and Snowboarding** (16% of total activities listed). The next most frequent activity listed was **Dining at a restaurant or bar** (13%), followed by **Shopping at a retail store** (11%).

CATEGORIES OF ACTIVITIES

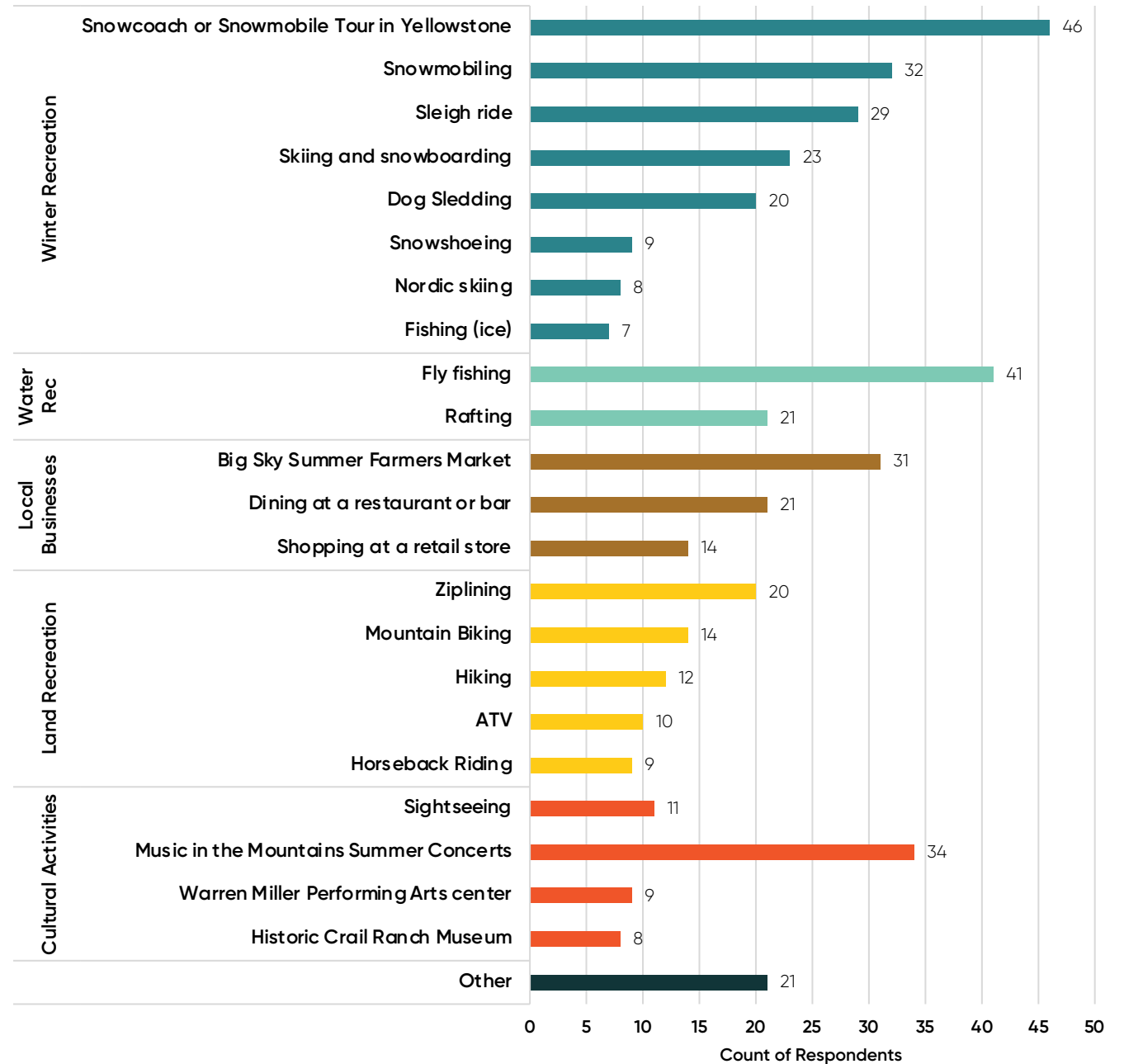
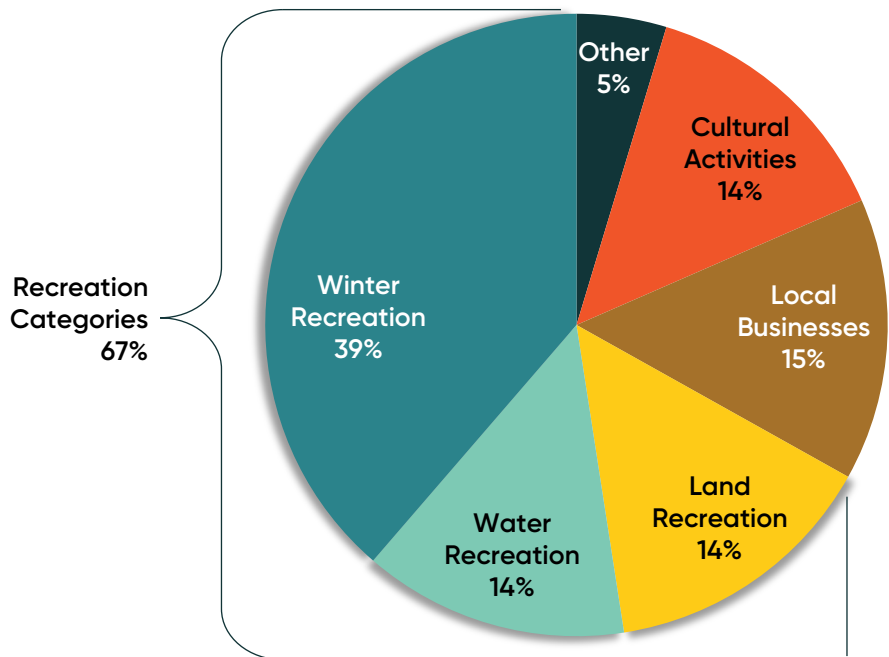


VISITOR EXPERIENCE

Activities New to Respondents

Respondents were asked about their participation in new experiences during their visit. Approximately 74% (954 responses) out of the 1,281 who answered the question indicated that the activities they undertook were not new to them. Among the top new activities were **Snowcoach or Snowmobile Tours in Yellowstone**, **Fly Fishing**, **attending a Music in the Mountains concert**, and **visiting the Big Sky Farmers Market**.

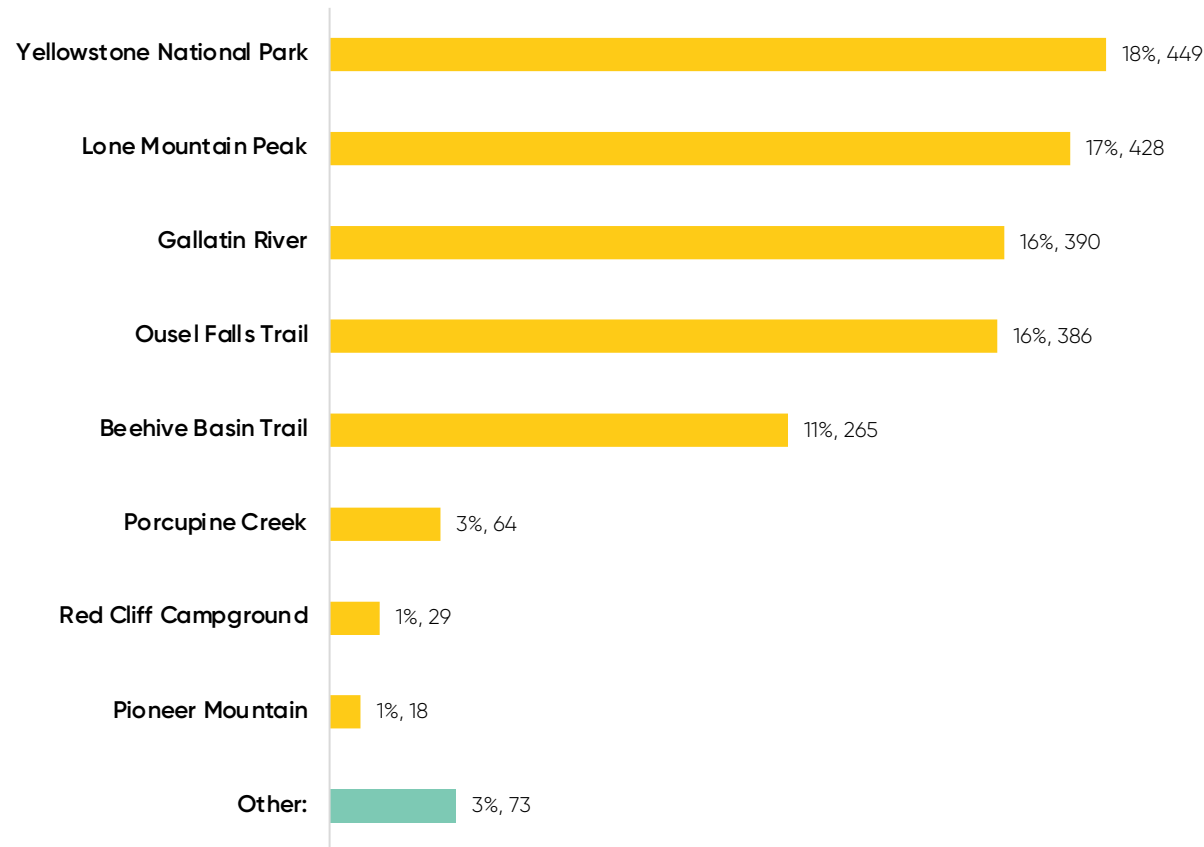
CATEGORIES OF NEW ACTIVITY



VISITOR EXPERIENCE

Key Attractions

NATURAL AREAS, TRAILS, SPACES, AND PARKS VISITED



Visitation to Yellowstone National Park, Lone Mountain Peak, Gallatin River, and Ousel Falls Trail were each reported at approximately 17% of the total places visited.

Respondents provided 73 entries in the "Other" category. Among the most frequently mentioned were Lava Lake, ski trails, Big Sky trails, Storm Castle, Madison River, and Quake Lake.

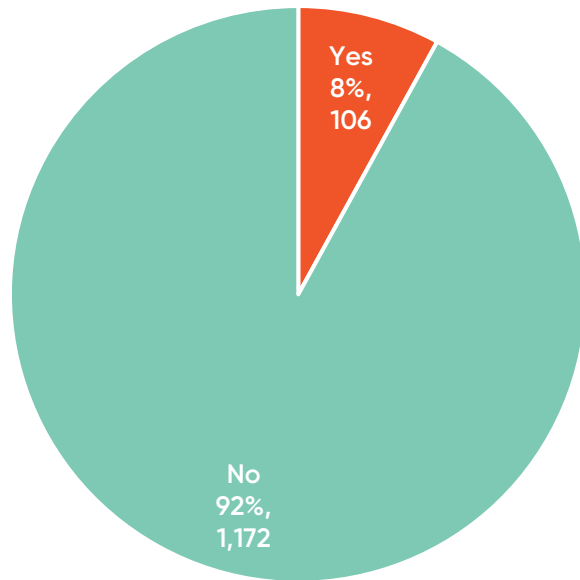
Out of the 1,236 respondents, 370 indicated that they had not visited any of the mentioned places.

VISITOR EXPERIENCE

Spa and Wellness Treatment

Spa and wellness treatments do not appear to be a frequently chosen activity among visitors, with only 8% of respondents who answered this question (1,278 in total) indicating that they had received such a treatment.

RESPONDENTS THAT RECEIVED SPA-WELLNESS TREATMENT

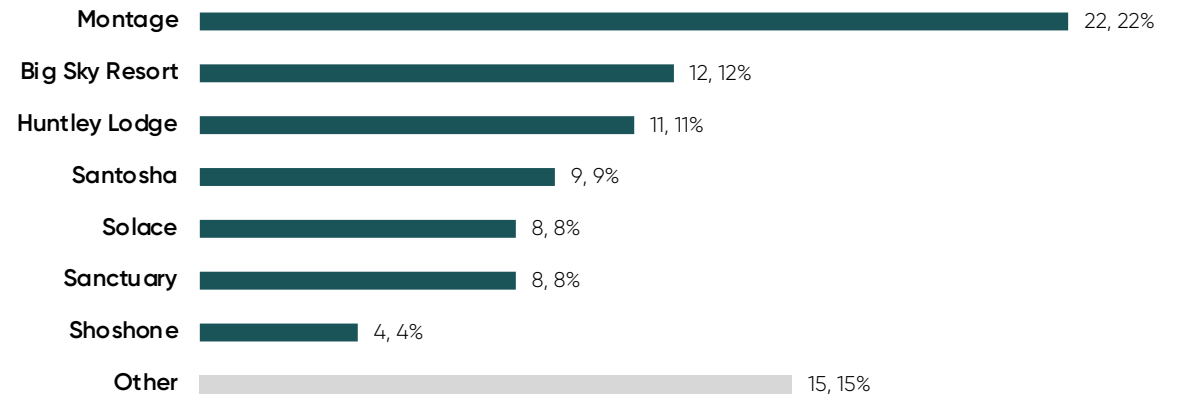


TREATMENTS PARTICIPATED IN



Of the 102 respondents who specified receiving a treatment, massages were overwhelmingly the most common at 77%.

LOCATION OF TREATMENTS



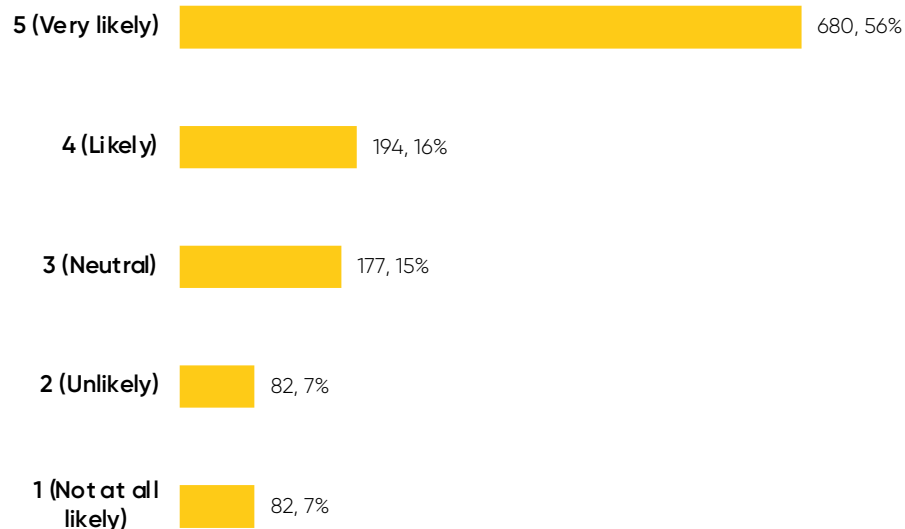
Of the 102 respondents who received a treatment in Big Sky, the most common location was Montage (22%).

VISITOR EXPERIENCE

Returning to Visit Big Sky

Most respondents (56%) indicated they would be very likely to return to Big Sky within two years. Only 14% reported unlikely or not at all likely.

LIKELIHOOD TO VISIT BIG SKY WITHIN NEXT TWO YEARS



REASONS TO ENCOURAGE A RETURN VISIT



VISITOR EXPERIENCE

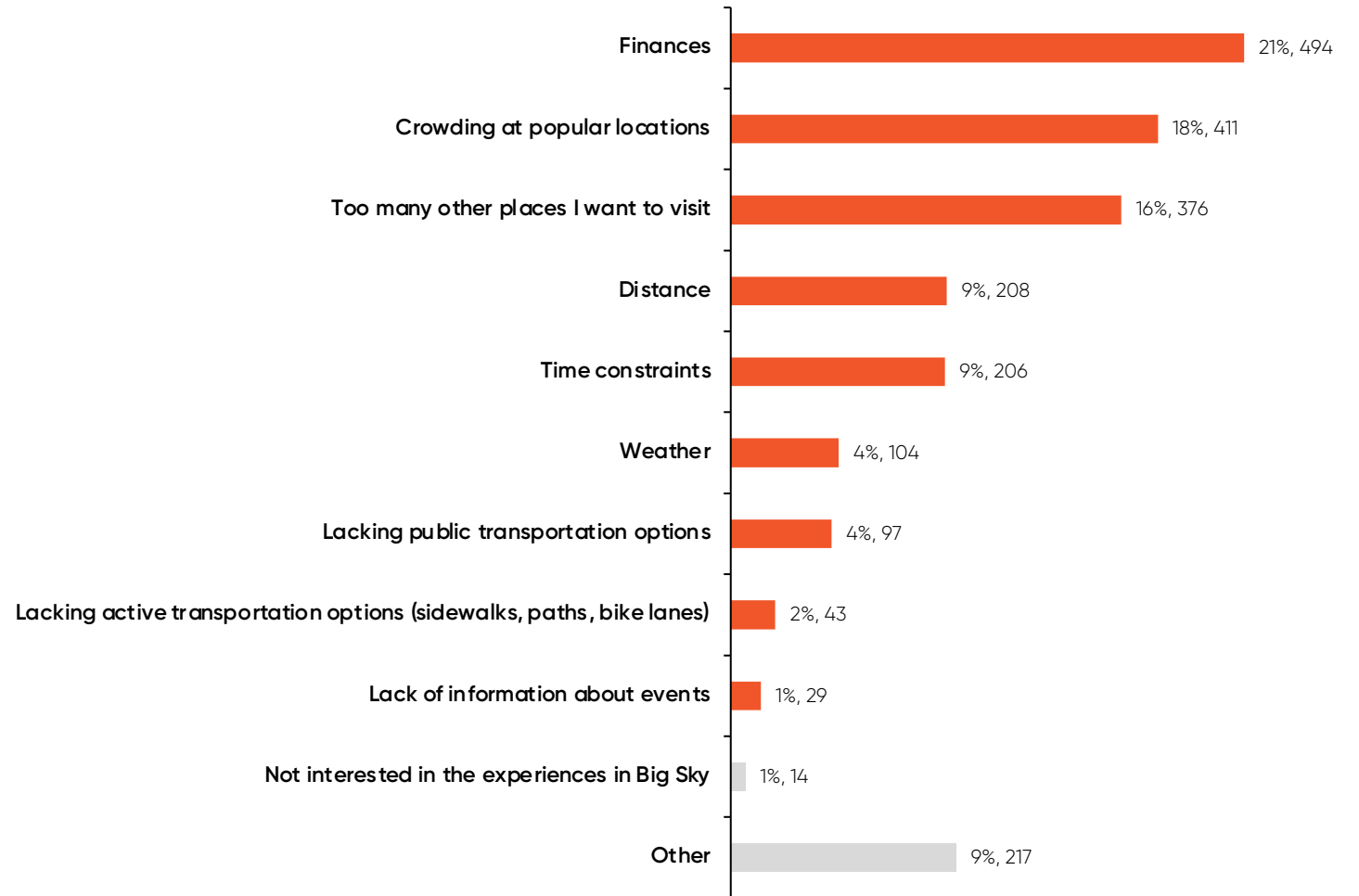
Preventing a Return Visit

Among the factors that could discourage a return visit to Big Sky, **finances** were the most commonly cited, accounting for 21% of all reasons indicated by respondents who answered this question.

Additionally, ranking among the foremost reasons deterring a return visit are the **significant crowds** at popular ski lifts and the insufficiency of facilities to accommodate the volume of visitors.

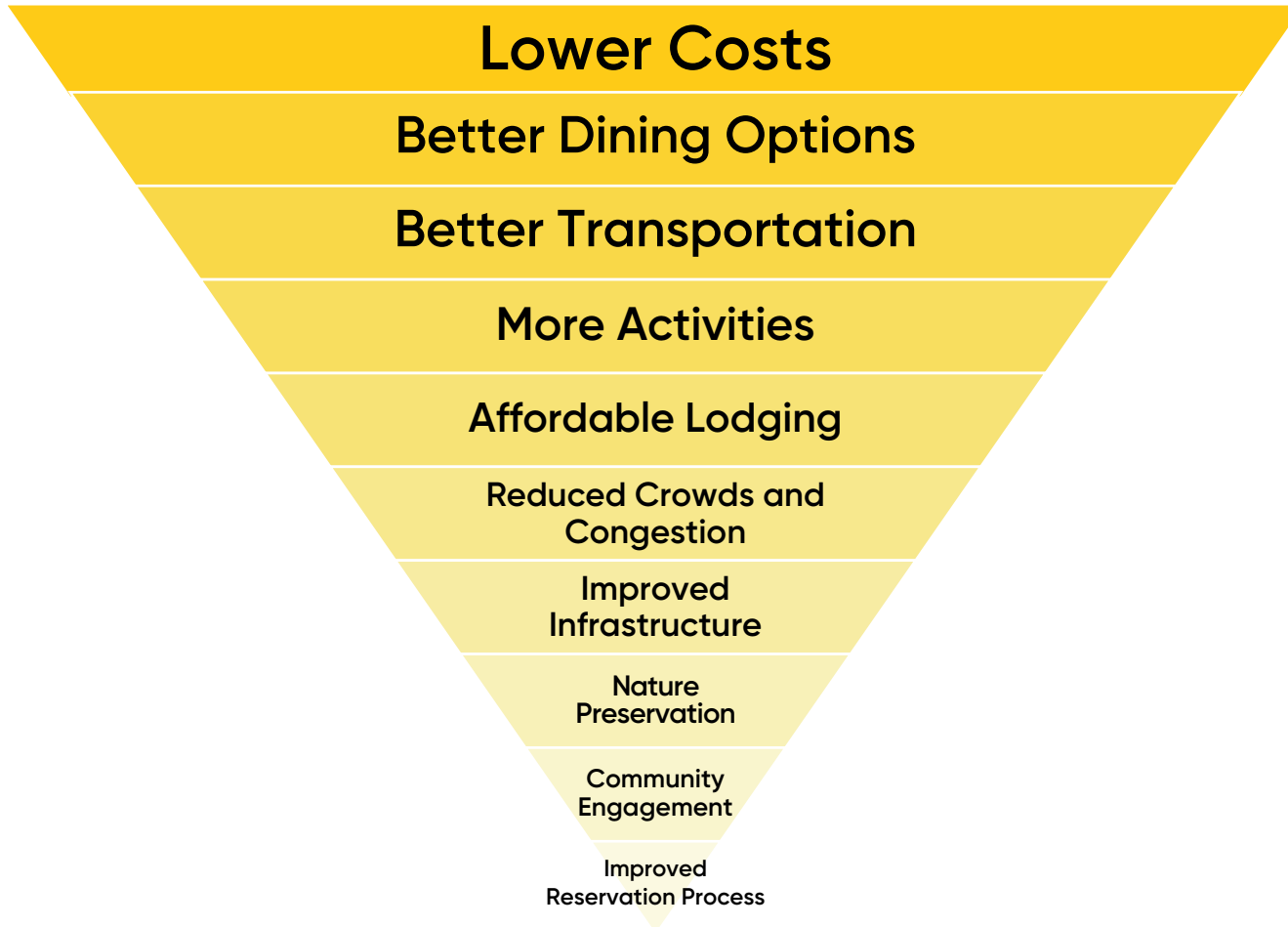
The "Other" open-ended responses consisted of highly specific statements that closely aligned with the primary factor deterring a return visit: the perception that Big Sky was prohibitively expensive and lacked a sufficient range of affordable alternatives.

REASONS TO PREVENT A RETURN VISIT TO BIG SKY



VISITOR EXPERIENCE

Suggested Improvements



The following list comprises themes for suggested improvements that were derived from an open-ended question inquiring about how the respondents' visit to Big Sky could have been improved.

Visitors consistently express concerns about the **high cost** of accommodations, lift tickets, dining, and other expenses. The top priority is to make the destination more affordable, with a focus on lower lift ticket prices, more reasonably priced lodging options, and affordable dining choices.

Diverse and reasonably priced **dining choices** are a consistent priority for visitors. They seek a wider variety of dining options both on the mountain and in the town, with an emphasis on affordability and catering to different dietary preferences.

Many visitors emphasize the need for **better transportation** options to and from the resort, as well as within the resort area. This includes addressing issues related to traffic congestion, long wait times for shuttles, and improved road conditions. Efficient transportation services from the airport are also desired to improve overall accessibility.

VISITOR EXPERIENCE

Overall Visitor Sentiment

POSITIVE SENTIMENTS

- Appreciation of the natural beauty and scenic landscapes.
- Enjoyment of skiing and outdoor activities.
- Recognition of friendly and helpful people.
- Praise for improvements in lifts and terrain.
- Satisfaction with specific amenities like heated chairlifts.
- Love for the area and location.

MIXED SENTIMENTS

- Some visitors understand the need for development and growth, while others express concerns about overdevelopment, crowding, and loss of the area's charm. There are mixed opinions about Big Sky's direction and leadership.
- While some visitors appreciate the developments in Big Sky, others worry about the negative impacts of growth, suggesting that the "horse is out of the barn" and that growth could harm the overall experience.

NEGATIVE SENTIMENTS AND CONCERNS

- Frustration with the high cost and affordability issues, especially for lift tickets, accommodations, and dining.
- Concerns about overcrowding, long lift lines, and limited dining options.
- Calls for better infrastructure and services, such as roads, parking, and restroom facilities.
- Desire for more environmentally conscious practices and sustainable operations.
- Concerns about the impact of growth and development on the resort's character and natural beauty.
- Calls for fair treatment of employees and better support for the workforce.
- Criticisms related to access and transportation, including high transportation costs.
- Dissatisfaction with the lack of discounts for returning customers.
- Worries about the resort becoming too commercialized or exclusive.

05

APPENDIX | REFERENCES

- SURVEY QUESTIONS
- COMPLETE SURVEY RESULTS

Appendix A: Survey Questions

Big Sky – Visitor Opportunities Survey

This survey is intended for people visiting Big Sky, or who have visited Big Sky in the past three years.

Your response will be used to help Big Sky better understand the reasons people like you visit, how visitors like you spend their time in Big Sky, and how they feel about their experience. Whether this is your first time visiting or one of many, we appreciate your input.

We estimate this survey to take approximately **15 minutes** to complete. The survey will close on **Sunday, September 24, 2023**.

Please note that we do not ask for identifying information, as the survey is completely confidential. Reported results will be presented in aggregate, to ensure anonymity. However, if you consent to participating in the prize drawing, we'll ask for your contact information at the end of the survey. Your survey responses will remain anonymous even if you enter the drawing to win a free pair of skis from Peak Ski Co.

This survey is being conducted by ECONorthwest and Crosscurrent Collective on behalf of Visit Big Sky. If you have any questions, please reach out to project lead:

Brad Niva, CEO
Visit Big Sky and Big Sky Chamber
Email: info@visitbigskymt.com

Thank you for your time and participation!

1) Was Big Sky the primary or only destination for this trip?

- Yes
- No

2) What was your primary destination?

- Primary Destination:

3) Where else did you/will you travel on this trip? (Open-ended)

4) If you are traveling to other places in Montana, what other towns will you visit? (skip if not traveling anywhere else in Montana) (Open-ended)

5) Which of the following best describes your visit to Big Sky?

- Daytrip (weekday)
- Daytrip (weekend)
- Overnight (weekday/weekend)

6) How many nights? (type exact numbers)

- Weekday:
- Weekend:

7) Which of the following forms of accommodation are you using during your current or most recent visit? (Select all that apply)

- Hotel
- Vacation rental booked through Airbnb, VRBO, or similar
- Vacation rental booked through a local property management company
- Private residence (my second/vacation home)
- Private residence of a friend or family member
- Campground/RV Park
- Other:

8) How many times have you visited Big Sky in the past 3 years, including your most recent visit?

- This is my first time visiting
- 1-2 times
- 3-5 times

- 6-9 times
- 10 or more times

9) How many people were in your group that traveled to Big Sky during your visit?

- Ages 0-7
- Ages 8-18
- Ages 19-30
- Ages 31-45
- Ages 45-60
- Ages 61+

10) How many members of your travel party would you consider:

- Family
- Friends
- Co-workers
- Other:

11) What season(s) did you visit Big Sky during the last 3 years? (Select all that apply)

- Winter (December-March)
- Spring (April-May)
- Summer (June-September)
- Fall (October-November)

12) How long before your current or most recent visit to Montana did you:

While Traveling in MT

Less than 1 week

1-4 weeks

1-2 months

3-6 months

6 months to 1 year

More than 1 year

NA

- Decide to Visit Big Sky
- Start planning your trip to Big Sky

- Reserve Accommodations
- Reserve Activities
- Book Airfare

13) Before visiting Big Sky, which tools did you use to help you plan? (Select all that apply)

- Previous personal experience
- Friends and relatives
- Map of the area
- Internet on a desktop computer or smartphone
- Call the visitor information center or a local business
- Guidebook or magazine
- Social Media
- Other:

14) How did you travel to Big Sky during your visit? (Select all that apply)

- Commercial airline

- Private airplane
- Private car
- Rental car
- Camper/RV
- Motorcycle
- Private shuttle bus
- Guided tour
- Bicycle
- Other:

15) How did the costs for accommodations during your visit to Big Sky feel?

- Inexpensive
- Reasonable
- Expensive
- Very Expensive
- NA

16) For activities?

- Inexpensive
- Reasonable
- Expensive
- Very Expensive
- NA

17) For dining?

- Inexpensive
- Reasonable
- Expensive
- Very Expensive
- NA

18) Which of the following activities have you participated in while in Big Sky? (Select all that apply)

- ATV
- Fly fishing
- Golfing

- Hiking
- Hot air balloon ride
- Horseback riding
- Mountain biking
- Rafting
- Ziplining
- Camping
- Dog Sledding
- Fishing (ice)
- Ice skating
- Skiing and snowboarding
- Nordic skiing
- Sleigh ride
- Snowmobiling
- Snowshoeing
- Snowcoach or snowmobile tour in Yellowstone
- Dining at a restaurant or bar
- Shopping at a retail store

- Sightseeing
- Browsing art galleries
- Historic Crail Ranch Museum
- Music in the Mountains Summer Concerts
- Warren Miller Performing Arts Center
- Big Sky Summer Farmers Market
- Public Art
- Other:
- None of the above

19) Were any of these activities a new experience for you during your visit to Big Sky?

- Yes
- No
- None of the above

20) Which activities were a new experience?

Same list as question 18

21) Did you receive a wellness or spa treatment during your visit to Big Sky?

- Yes
- No

22) What kind of treatment and where?

- Treatment type:
- Name of location:

23) What natural areas, trails, open spaces or parks did you visit while on this trip? (Select all that apply)

- Beehive Basin Trail
- Gallatin River
- Ousel Falls Trail
- Porcupine Creek
- Lone Mountain Peak
- Red Cliff Campground
- Pioneer Mountain
- Yellowstone National Park
- Other:
- None of the above

24) What was your primary motivator for your visit to Big Sky? (Open-ended)

25) On a Scale of 1-5, where 1 is not at all important and 5 is very important, how important were the following factors in motivating your decision to visit Big Sky?

1 (Not at all important)

2 (Not very important)

3 (Neutral)

4 (Important)

5 (Very important)

- Outdoor recreation activity
- Scenic beauty
- Quality of accommodation
- Spa and wellness experiences
- A place to unwind and relax
- Local arts (visual, musical, etc.)
- Local cuisine/restaurants
- Visiting friends and relatives
- Variety of family activities

- Doing business in the area
- Heritage and cultural/historical sites
- Retail shopping
- Accessible (easy to get to)
- Affordability
- Safe and welcoming environment

26) In general, did Big Sky meet your expectations?

- Yes
- No

27) Why? (If yes to 26) (Open-ended)

28) Why not? (If no to 26) (Open-ended)

29) What did you enjoy most about your visit to Big Sky? (Open-ended)

30) What would have improved your visit to Big Sky? (Open-ended)

31) Which of the following would most likely prevent you from returning to Big Sky in the future? (Select all that apply)

- Too many other places I want to visit
- Finances
- Time constraints
- Distance
- Weather
- Not interested in the experiences in Big Sky
- Crowding at popular locations
- Few or no public transportation options
- Few or no active transportation options (sidewalks, paths, bike lanes)
- Not receiving information about upcoming activities and events
- Other: (please describe)
- None of the above

32) On a scale of 1-5, how likely are you to visit Big Sky again in the next two years?

1 (Not likely)

2 (Unlikely)

3 (Neutral)

4 (Likely)

5 (Very likely)

33) How did you receive this survey?

- Through online outreach (notification via email)
- Through online outreach (notification via social media)
- Intercepted by someone on my trip
- At an event in Big Sky
- From a sandwich board in Big Sky
- Direct mailer
- Directly from a friend or family member
- Directly from a professional colleague

- Through my school
- Other (please specify):
- Prefer not to answer

34) Do you live in the U.S?

- Yes
- No

35) What country do you live in?

Dropdown list of all countries

36) What is the zip code of your primary residence?

Zip code:

37) What is your annual household income?

- Less than \$20,000
- \$20,000 – \$59,999
- \$60,000 – \$99,999

- \$100,000 – \$149,999
- \$150,000 – \$249,999
- \$250,000 – \$500,000
- Greater than \$500,000
- Prefer not to answer

38) What is your gender?

- Female
- Male
- Not listed:
- Prefer not to answer

39) What year were you born?

Year: (four-digit number)

40) How would you identify your ethnic or racial background? (Select one)

- White/Caucasian
- Hispanic/Latinx
- Black/African American
- Asian/Pacific Islander
- American Indian or Alaska Native
- Two or more races
- Other:
- Prefer not to answer

41) Do you have any additional comments about the area or your experience in Big Sky that you'd like to share? (Open-ended)

42) Would you be interested in entering a drawing for a free pair of skis from Peak Ski Co. for participating in the survey? Your survey responses will remain anonymous.

- Yes
- No

43) Please enter your contact information below A winner will be selected within two weeks of the survey closing. Visit Big Sky will reach out if you are a winner.

- Name:
- Email Address:
- Phone Number:

Thank you for taking the time to share your perspective and insights!

If you have questions about the survey, you can contact Visit Big Sky at:

Brad Niva, CEO
Visit Big Sky and Big Sky Chamber
Email: info@visitbigskymt.com

Thank you on behalf of the project advisory team:

- Dylan Thornton, Belonging in Big Sky
- Katie Alvin, Arts Council of Big Sky
- Ashley Wilson, Big Sky Community Organization
- David O'Connor, Big Sky Housing Trust
- Lizzie Peyton, Big Sky Sustainability Network Organization
- Yann Benjamin, Big Sky Resort
- Kristin Gardner, Gallatin River Task Force
- Bayard Dominick, Lone Mountain Land Company

SURVEY RESULTS

The table lists all questions in the survey with the total respondents that answered, the total respondents that skipped, and the percent of respondents that completed the question.

Some questions contained logic, which allowed respondents to answer additional questions given their answer to the previous question. These questions are noted with an L after the question number.

See the next slide for the trend in completion of the questions.

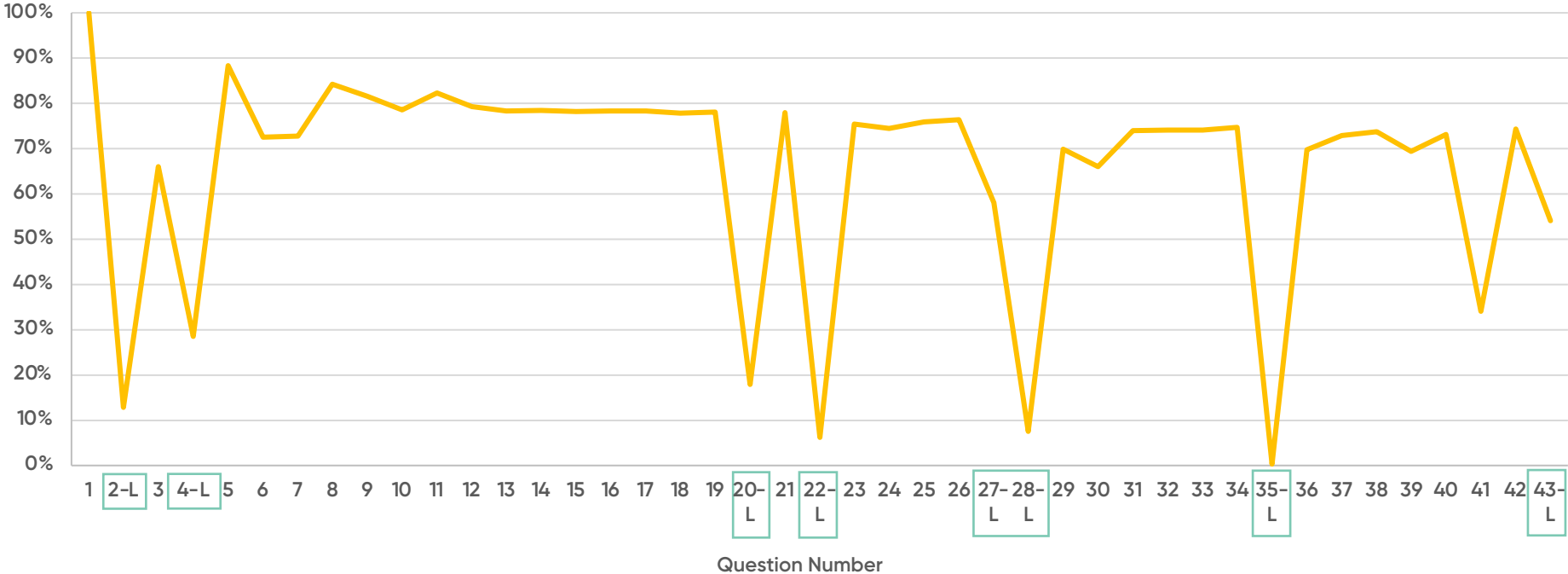
	Question	Answered	Skipped	% Completed
1	Was Big Sky the primary or only destination for this trip?	1640	0	100%
2-L	What was your primary destination?	210	1430	13%
3	Where else did you/will you travel on this trip?	1082	558	66%
4-L	If you are traveling to other places in Montana, what other towns will you visit? (skip if not traveling anywhere else in Montana)	467	1173	28%
5	Which of the following best describes your visit to Big Sky:	1448	192	88%
6	How many nights? (type exact numbers)	1189	451	73%
7	Which of the following forms of accommodation are you using during your current or most recent visit? (Select all that apply)	1193	447	73%
8	How many times have you visited Big Sky in the past 3 years, including your most recent visit?	1382	258	84%
9	How many people were in your group that traveled to Big Sky during your visit?	1338	302	82%
10	How many members of your travel party would you consider:	1289	351	79%
11	What season(s) did you visit Big Sky during the last 3 years? (Select all that apply)	1349	291	82%
12	How long before your current or most recent visit to Montana did you:	1300	340	79%
13	Before visiting Big Sky, which tools did you use to help you plan? (Select all that apply)	1284	356	78%
14	How did you travel to Big Sky during your visit? (Select all that apply)	1286	354	78%
15	For accommodations?	1282	358	78%
16	For activities?	1285	355	78%
17	For dining?	1285	355	78%
18	Which of the following activities have you participated in while in Big Sky? (Select all that apply)	1277	363	78%
19	Were any of these activities a new experience for you during your visit to Big Sky?	1281	359	78%
20-L	Which activities were a new experience? (Select all that apply)	294	1346	18%
21	Did you receive a wellness or spa treatment during your visit to Big Sky?	1278	362	78%
22-L	What kind of treatment and where?	102	1538	6%
23	What natural areas, trails, open spaces or parks did you visit while on this trip? (Select all that apply)	1236	404	75%
24	What was your primary motivator for your visit to Big Sky?	1221	419	74%
25	On a Scale of 1-5, where 1 is not at all important and 5 is very important, how important were the following factors in motivating your decision to visit Big Sky?	1245	395	76%
26	In general, did Big Sky meet your expectations?	1253	387	76%
27-L	Why?	952	688	58%
28-L	Why not?	123	1517	8%
29	What did you enjoy most about your visit to Big Sky?	1146	494	70%
30	What would have improved your visit to Big Sky?	1082	558	66%
31	Which of the following would most likely prevent you from returning to Big Sky in the future? (Select all that apply)	1214	426	74%
32	On a scale of 1-5, how likely are you to visit Big Sky again in the next two years?	1215	425	74%
33	How did you receive this survey?	1216	424	74%
34	Do you live in the U.S?	1225	415	75%
35-L	What country do you live in?	5	1635	0%
36	What is the zipcode of your primary residence?	1143	497	70%
37	What is your annual household income?	1195	445	73%
38	What is your gender?	1210	430	74%
39	What year were you born?	1139	501	69%
40	How would you identify your ethnic or racial background? (Select one)	1200	440	73%
41	Do you have any additional comments about the area or your experience in Big Sky that you'd like to share?	558	1082	34%
42	Would you be interested in entering a drawing for a free pair of skis from Peak Ski Co. for participating in the survey? Your survey responses will remain anonymous.	1220	420	74%
43-L	Please enter your contact information below. A winner will be selected within two weeks of the survey closing. Visit Big Sky will reach out if you are a winner.	887	753	54%

SURVEY RESULTS

75%

After removing the questions containing logic, the average percent of questions completed by respondents was 75%.

Percent of Completed Questions



THANKS

For questions or more information about this study please contact:

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