



**Stone –
Olafson**

Bragg Creek Economic Development Study

June 25th, 2014

Research Results Presentation

What We Did
& Why?



Perceptions of
Bragg Creek



Barriers/
Drivers to
Visitation



Potential
Visitor Profile



What Does This All Mean?



Why did we do it?

New "post flood" era

Rebuilding efforts
continue

Desire to reposition
"Bragg Creek brand"

Research to inform
future marketing
efforts

- ✓ Identify people's *current perceptions* of Bragg Creek.
- ✓ Understand their *expectations* of Bragg Creek
- ✓ Understand what they like/want or would consider doing at Bragg Creek
- ✓ Define a target audience that would be likely to come to Bragg Creek and experience what the community has to offer.



How Did We Do It?

850 Surveys

Online Study

Sample: balanced to
Calgary CMA population

673 Calgary Residents

177 Surrounding Area

April 4th to 9th
Online consumer panel



What's the Story?

1. Familiarity and overall impressions of Bragg Creek are solid but there is room for improvement.

- * Grow familiarity = grow overall impressions
- * Proximity matters: the closer you are, the more familiar you are

2. Bragg Creek is known for two main things: Nature and Recreation.

- * Clear imagery also attached: picturesque, scenery, peaceful
- * Need to bridge the disconnect between what people typically do on day trips and what Bragg Creek offers.



What's the Story?

3. People DO visit Bragg Creek but their experience is BRIEF

- * Side effect of location and limited familiarity
- * Aside from proximity, most people unsure why they don't visit

4. There is a desire for a better understanding of the area and amenities

- * No clear barriers exist to visiting
- * Need to promote the experience of Bragg Creek, provide a compelling reason to come

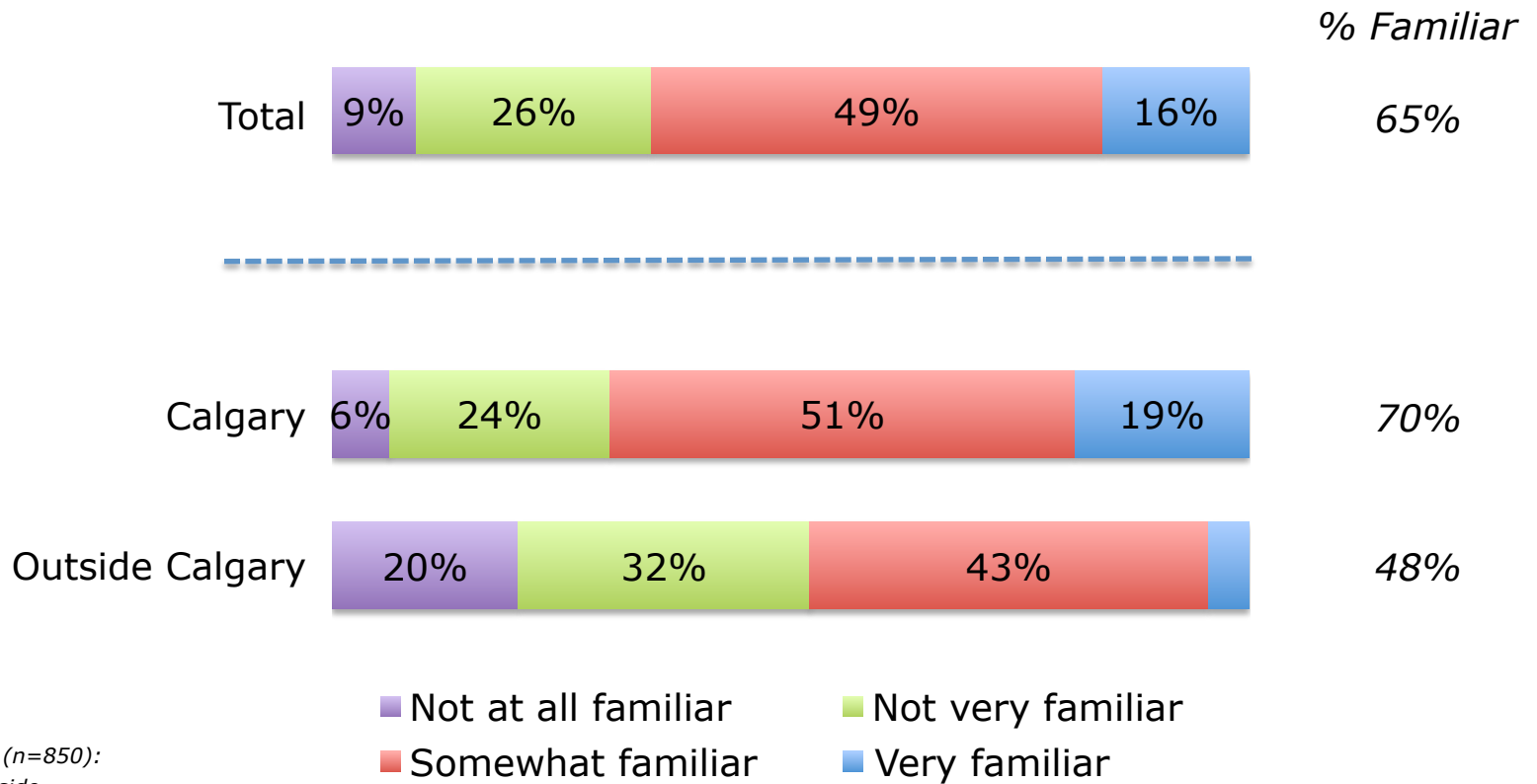


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Perceptions of Bragg Creek



Familiarity with Bragg Creek

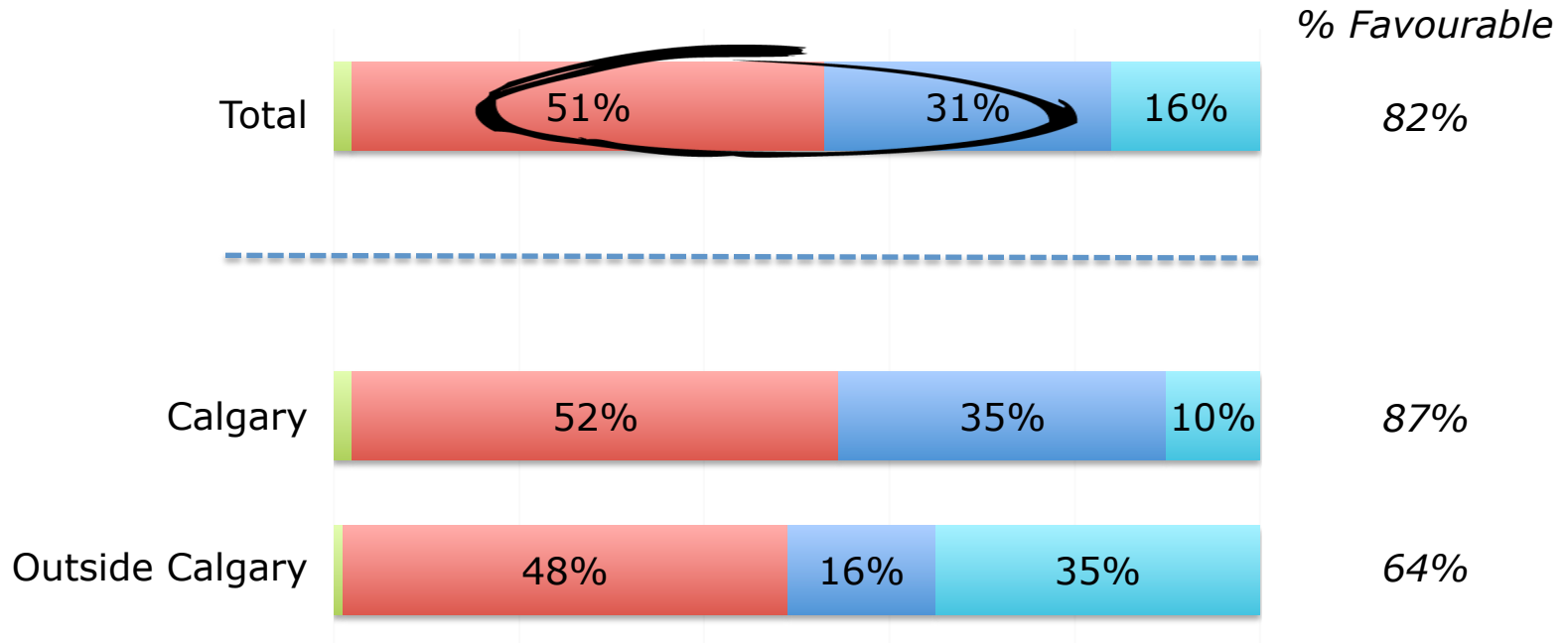


Base: All respondents (n=850):
Calgary (n=673); Outside
(n=177)

How familiar are you with
the town of Bragg Creek,
Alberta?



Overall Impression of Bragg Creek



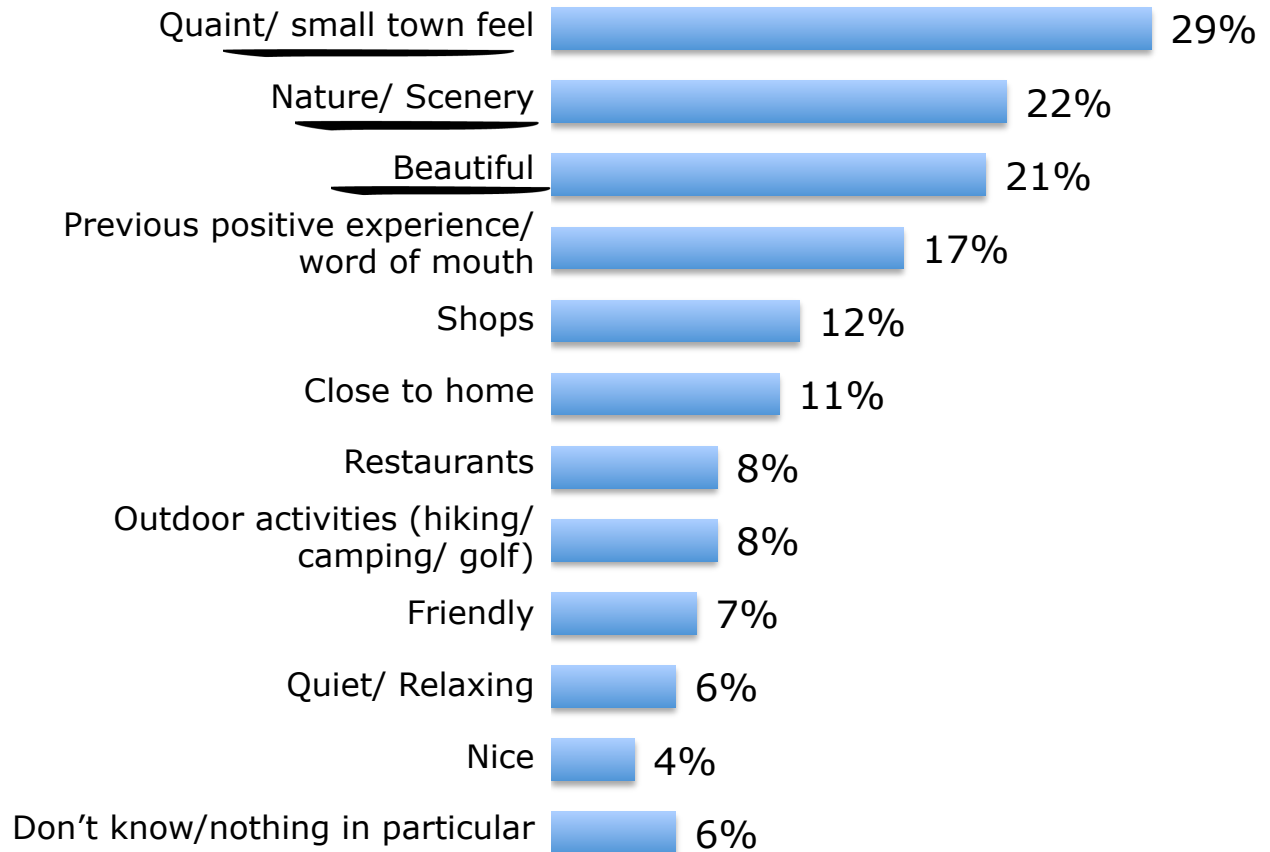
Base: All respondents (n=850);
Calgary (n=673); Outside (n=177)

- Not at all favourable
- Not very favourable
- Somewhat favourable
- Very favourable
- Unsure

Based on anything you may have read, seen or heard, or your own experiences, what is your overall impression of Bragg Creek?



Reasons for Favourable Impression?



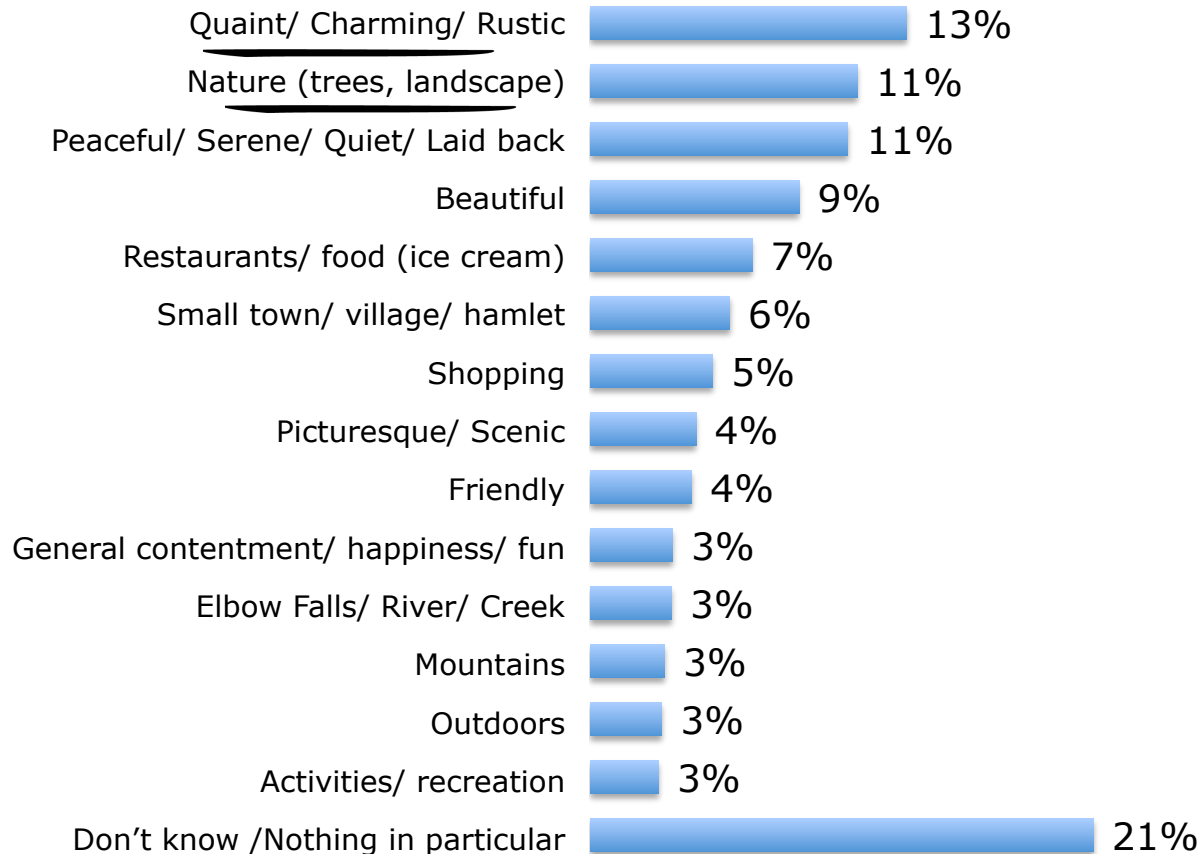
Base: Impression favourable
(n=700)

Why is your overall
impression of Bragg Creek
favourable?

Note: Base size too small to show results for
"unfavourable"



Top of Mind Associations with Bragg Creek



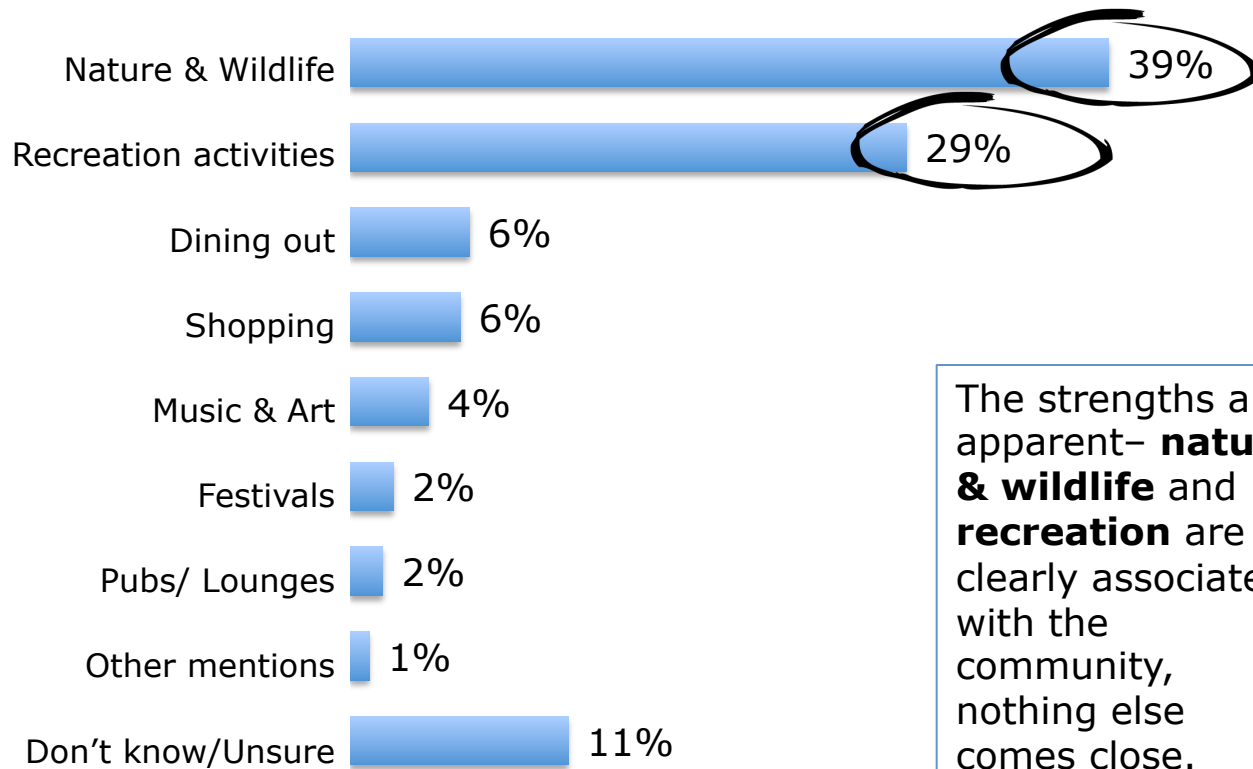
Base: All respondents (n=850)

When thinking about the town of Bragg Creek, what are the first words that come to mind?

Note: Mentions of 3% or more shown



What is Most Closely Associated with Bragg Creek?



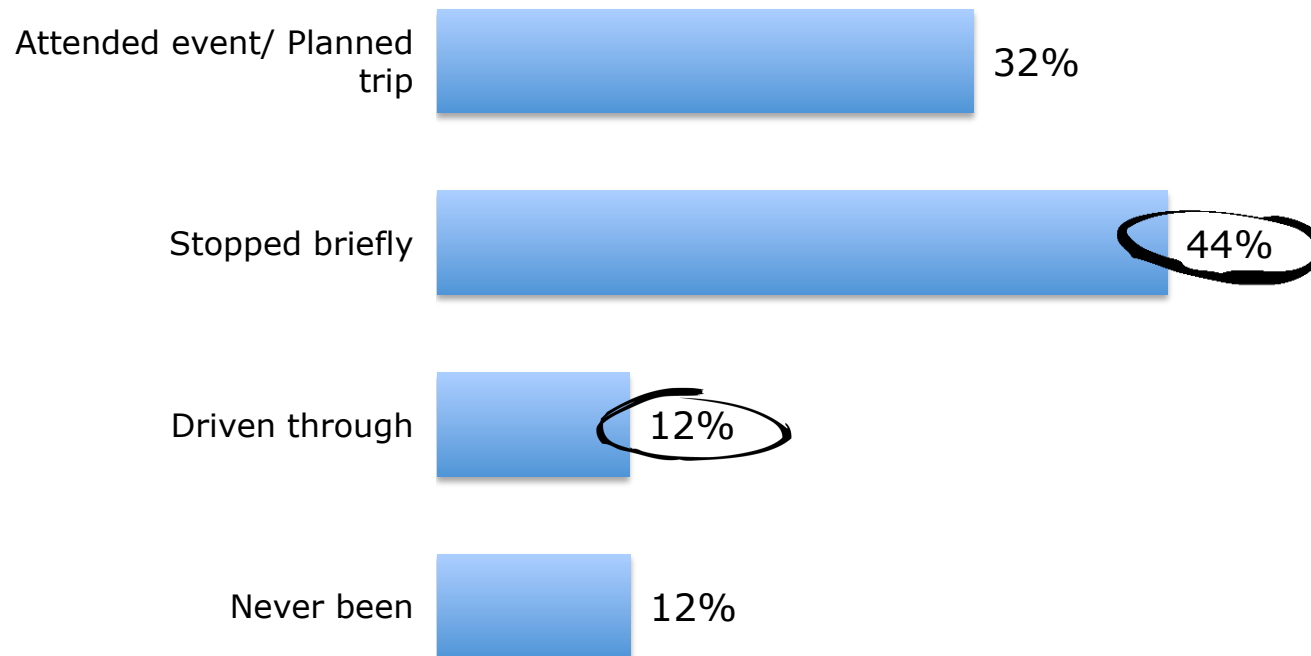
The strengths are apparent- **nature & wildlife** and **recreation** are clearly associated with the community, nothing else comes close.

Base: All respondents (n=850)

Which of the following do you most closely associate with the town of Bragg Creek?



What is Your Experience with Bragg Creek?

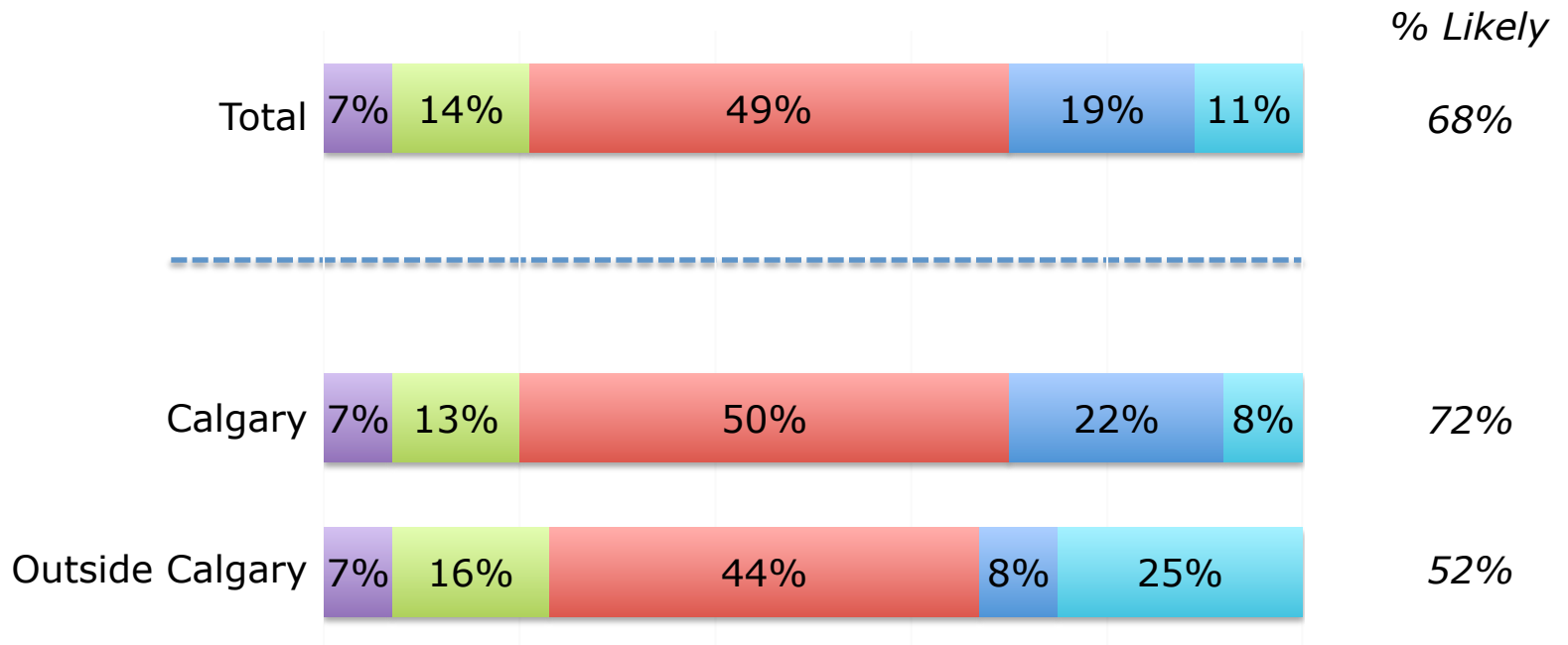


Base: Some familiarity (n=772)

Which of the following best describes your experience with Bragg Creek?



Likelihood to Consider Bragg Creek as a *Day Trip Destination*



Base: All respondents (n=850);
Calgary (n=673); Outside
(n=177)

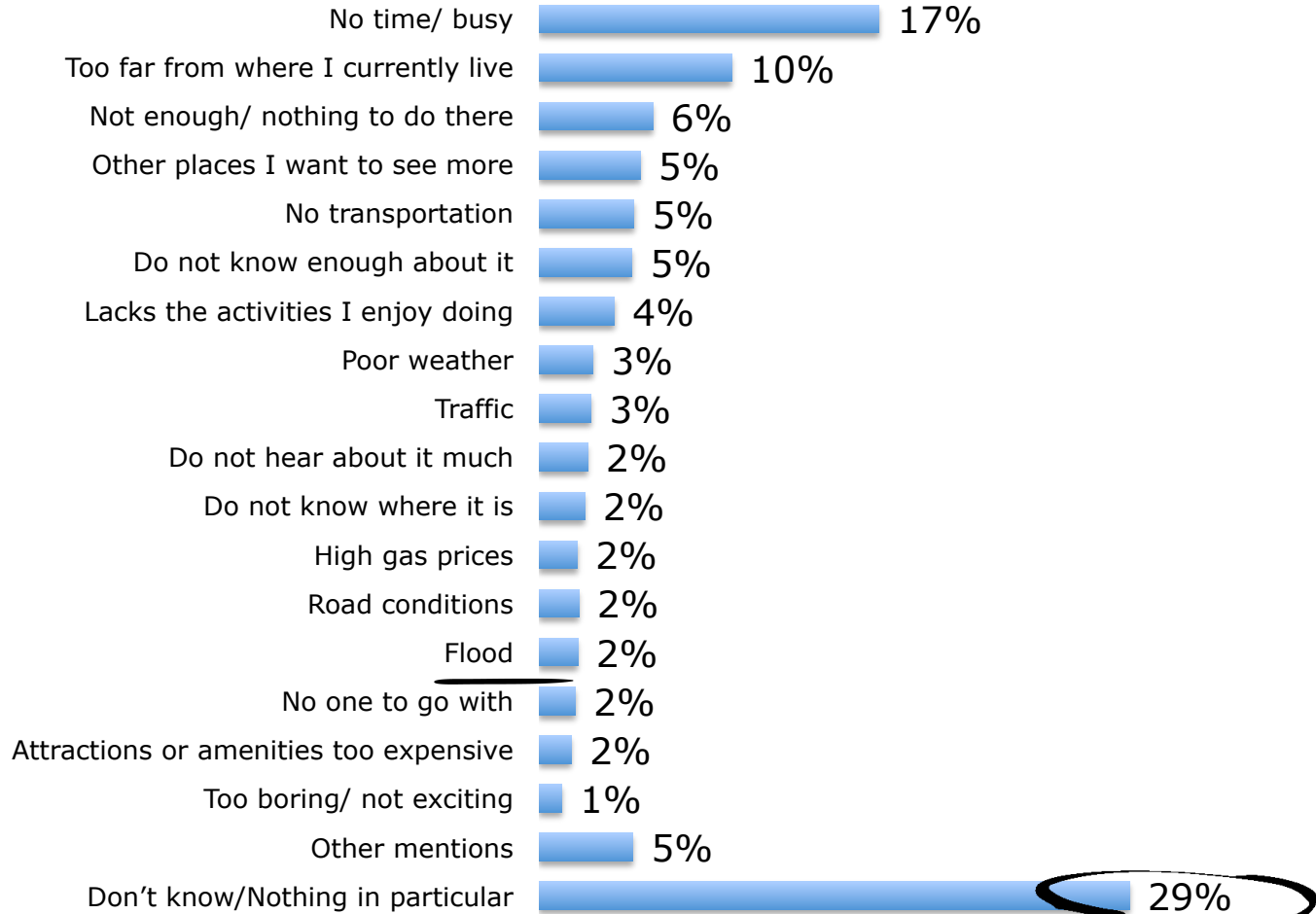
How likely would you be to consider Bragg Creek for your next day trip?



Barriers and Drivers to Visitation



Biggest Barriers to Visiting Bragg Creek

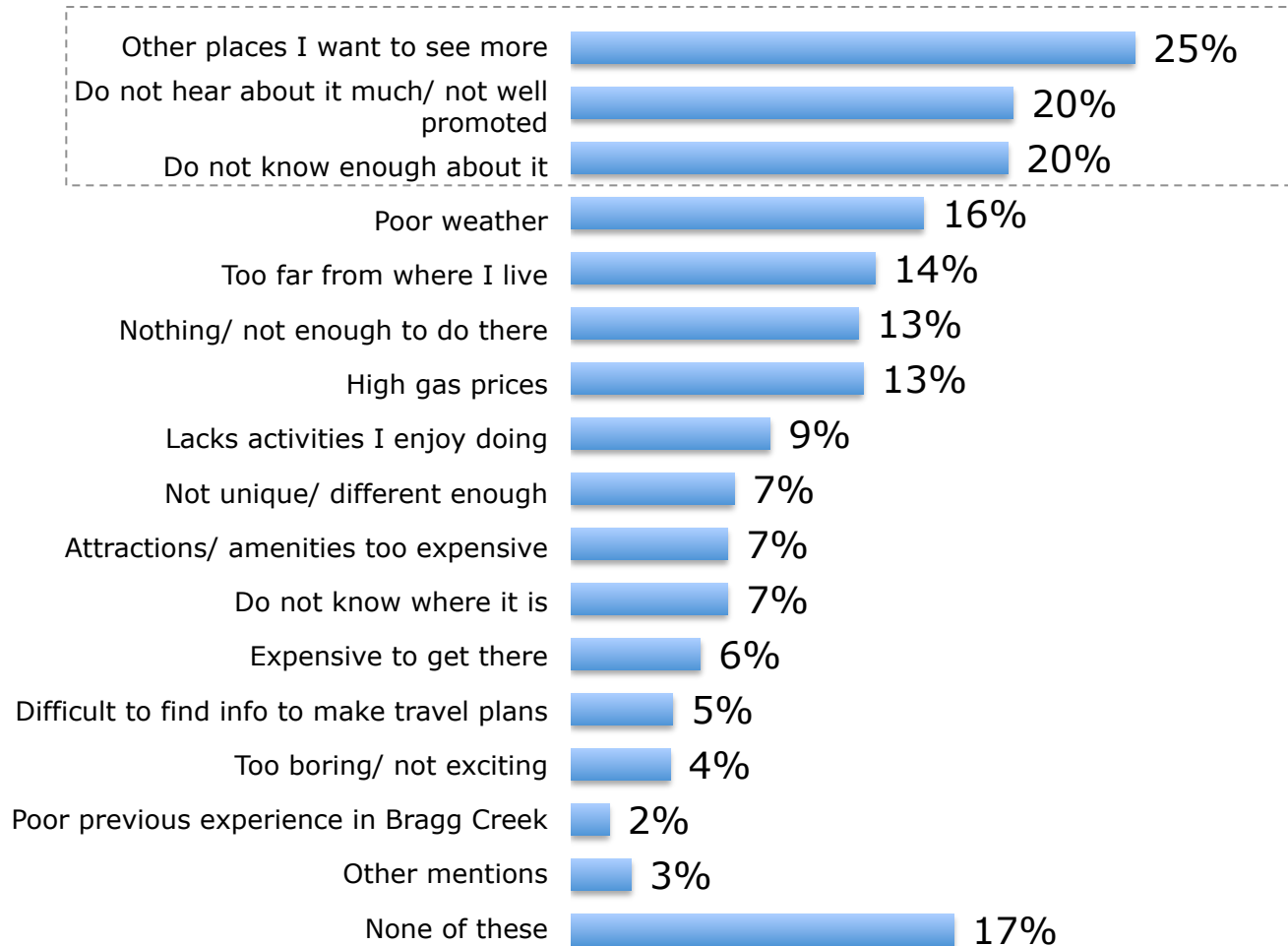


Base: All Respondents
(n=850)

What are your biggest barriers to visiting Bragg Creek on a day trip?



Additional reasons for NOT Choosing Bragg Creek?

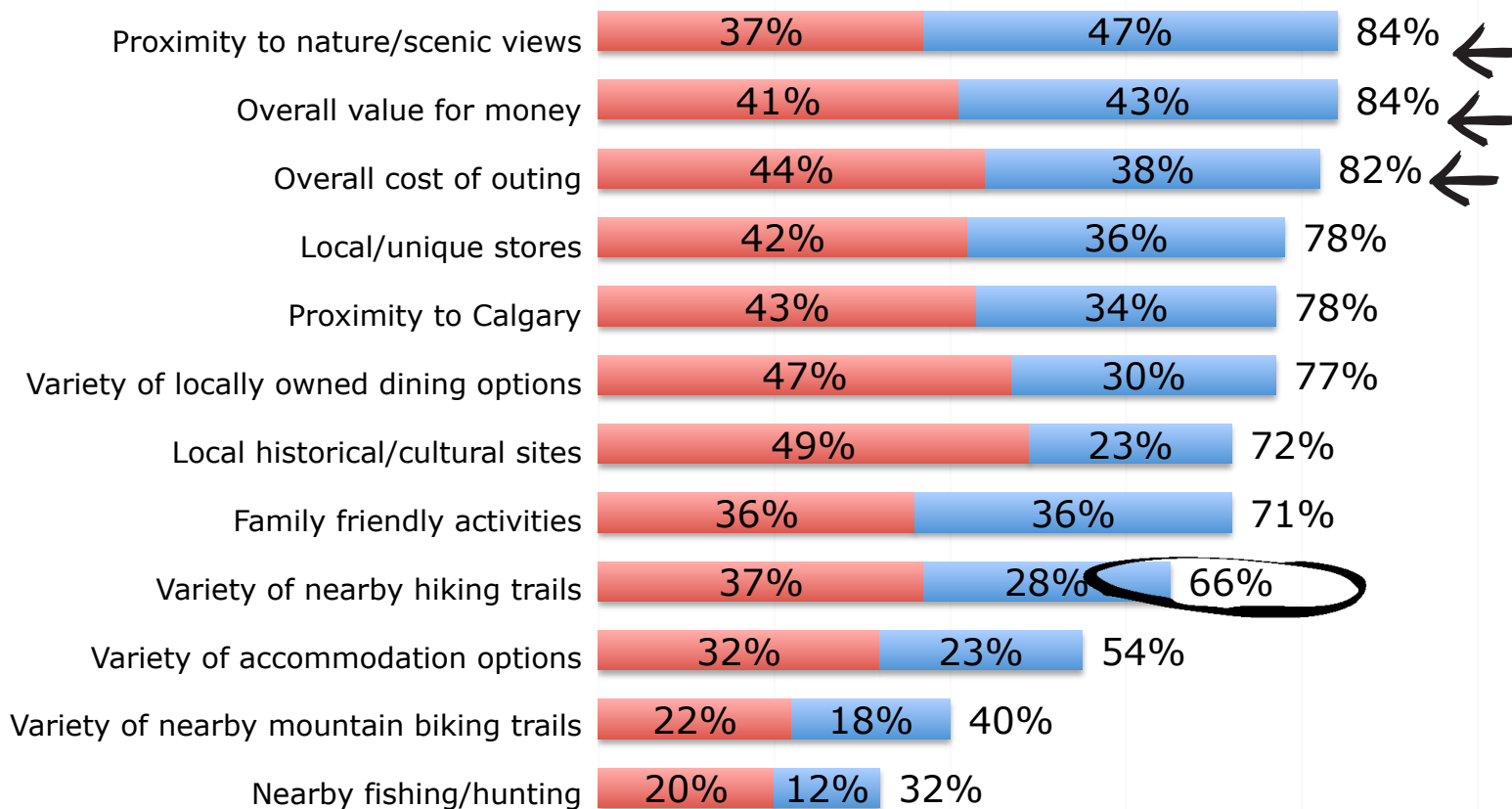


Base: All Respondents
(n=850)

Which of the following reasons, if any, would prevent you from visiting Bragg Creek?



Importance of Various Factors in Choosing Day Trip Destination



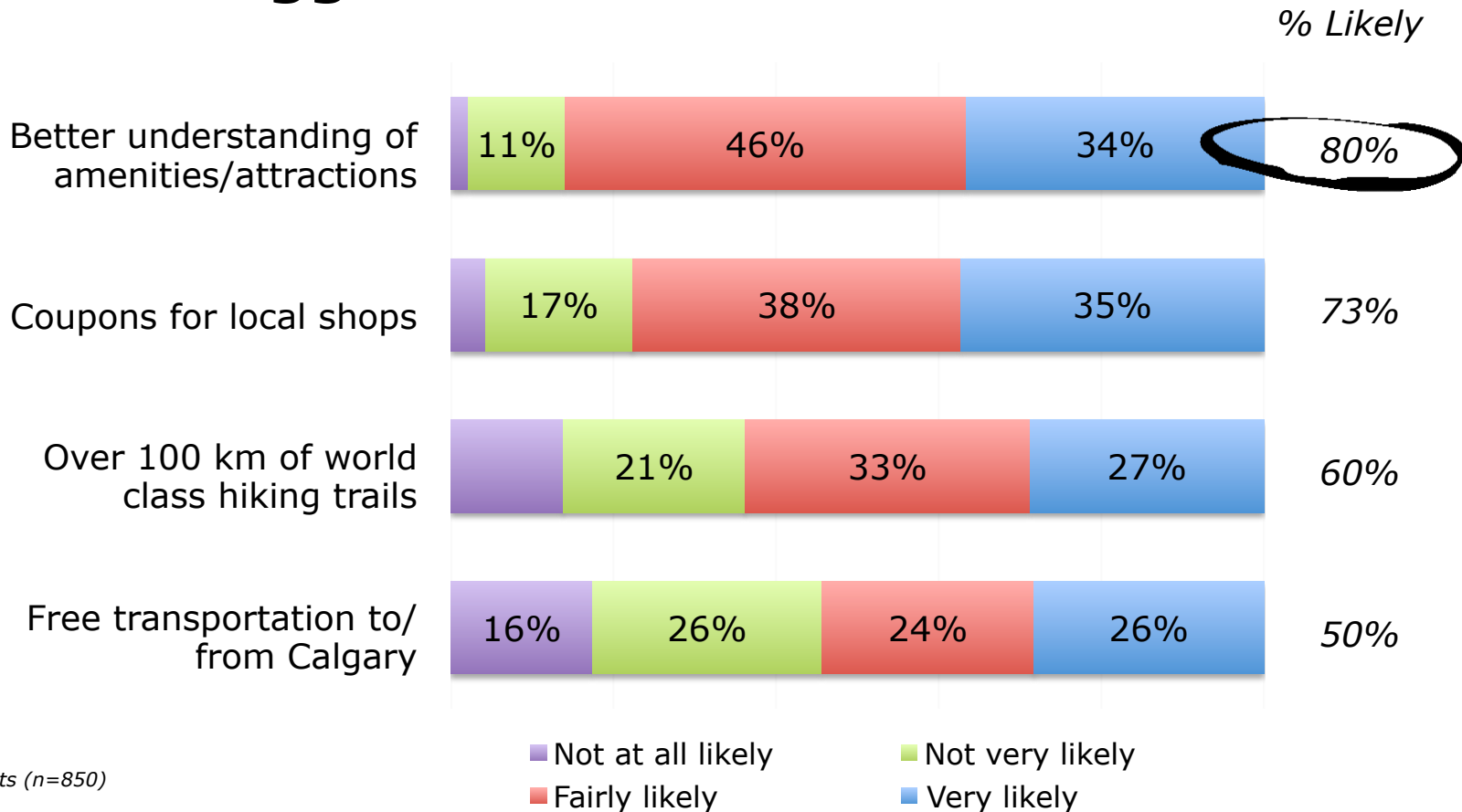
Base: All respondents (n=850)

How important are each of the following when you are planning a day trip or excursion to a nearby town or region?

■ Somewhat important ■ Very important



Likelihood to Influence Trip to Bragg Creek

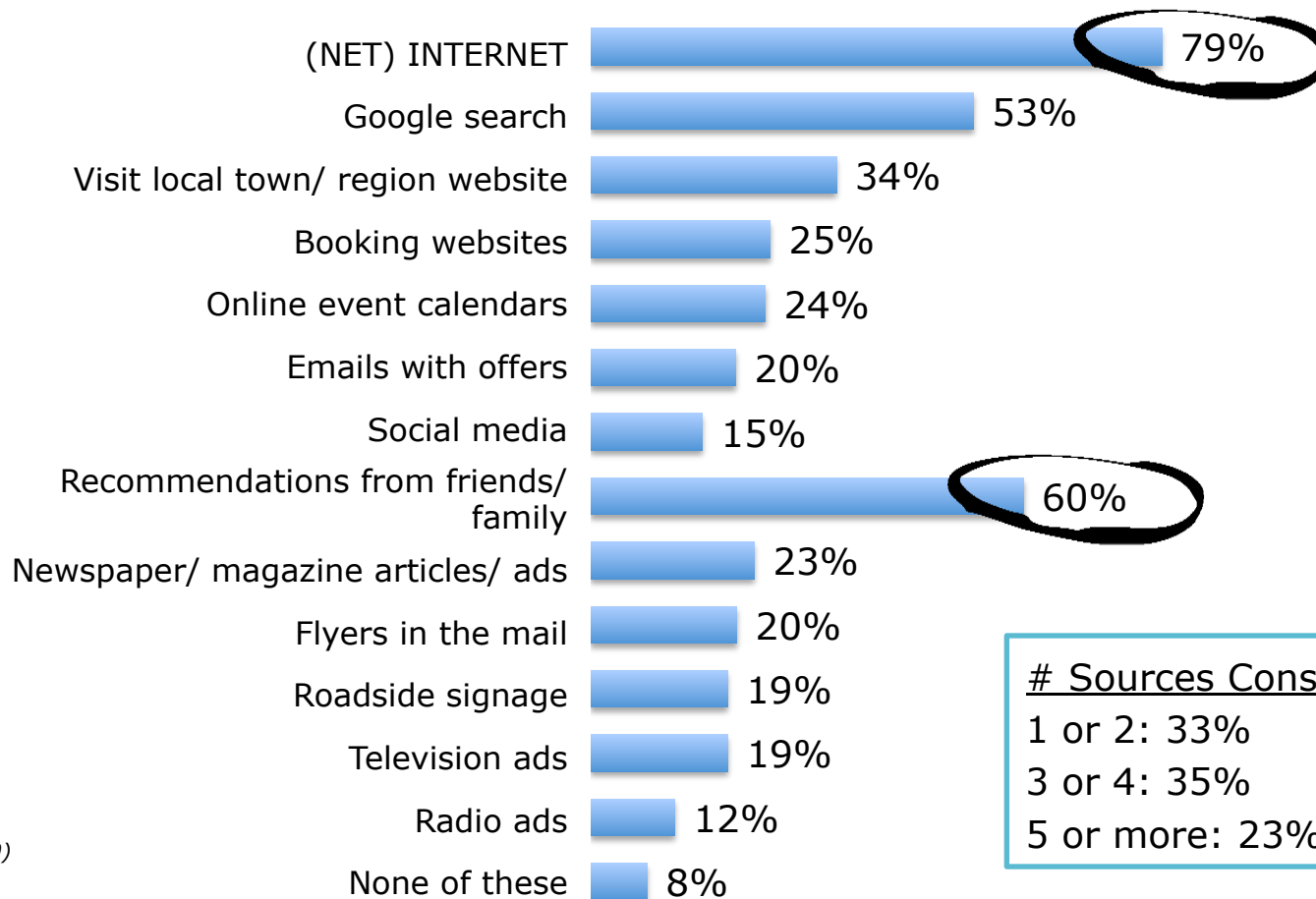


Base: All respondents (n=850)

If the following options/amenities were offered to you, how likely would they be to influence you to take a trip to Bragg Creek, either for the day or for an overnight trip?



Sources of Information Consulted when Planning a Trip



Sources Consulted:
1 or 2: 33%
3 or 4: 35%
5 or more: 23%

Base: All Respondents (n=850)

What sources of information do you consult when planning a trip?



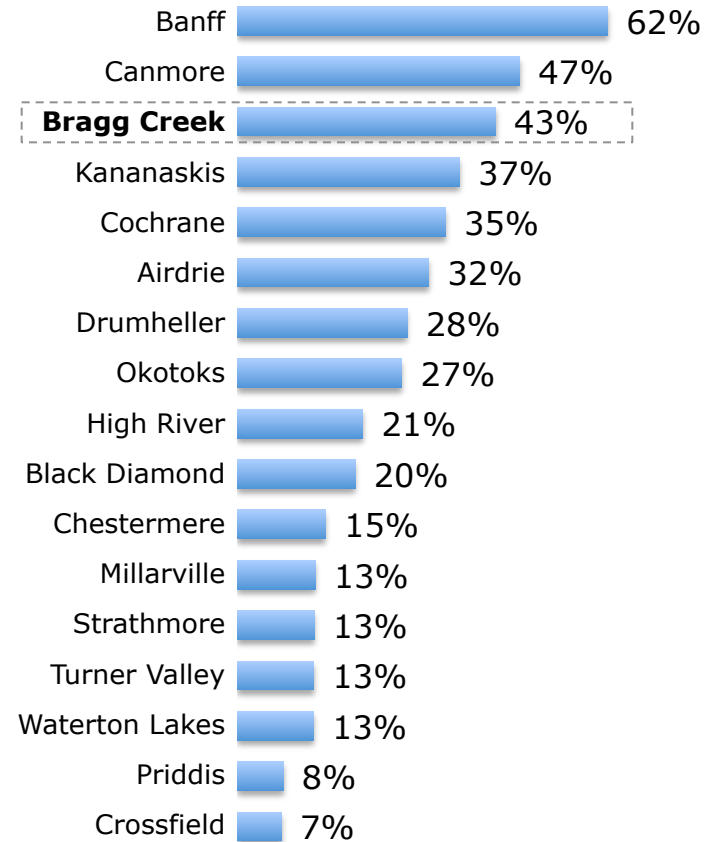
Profile of Potential Visitors



Day Trips: How Often and Where To?

85%
*have taken at least ONE
day trip in past year*

5.3
*average number of
day trips taken*



Base: All Respondents (n=850)

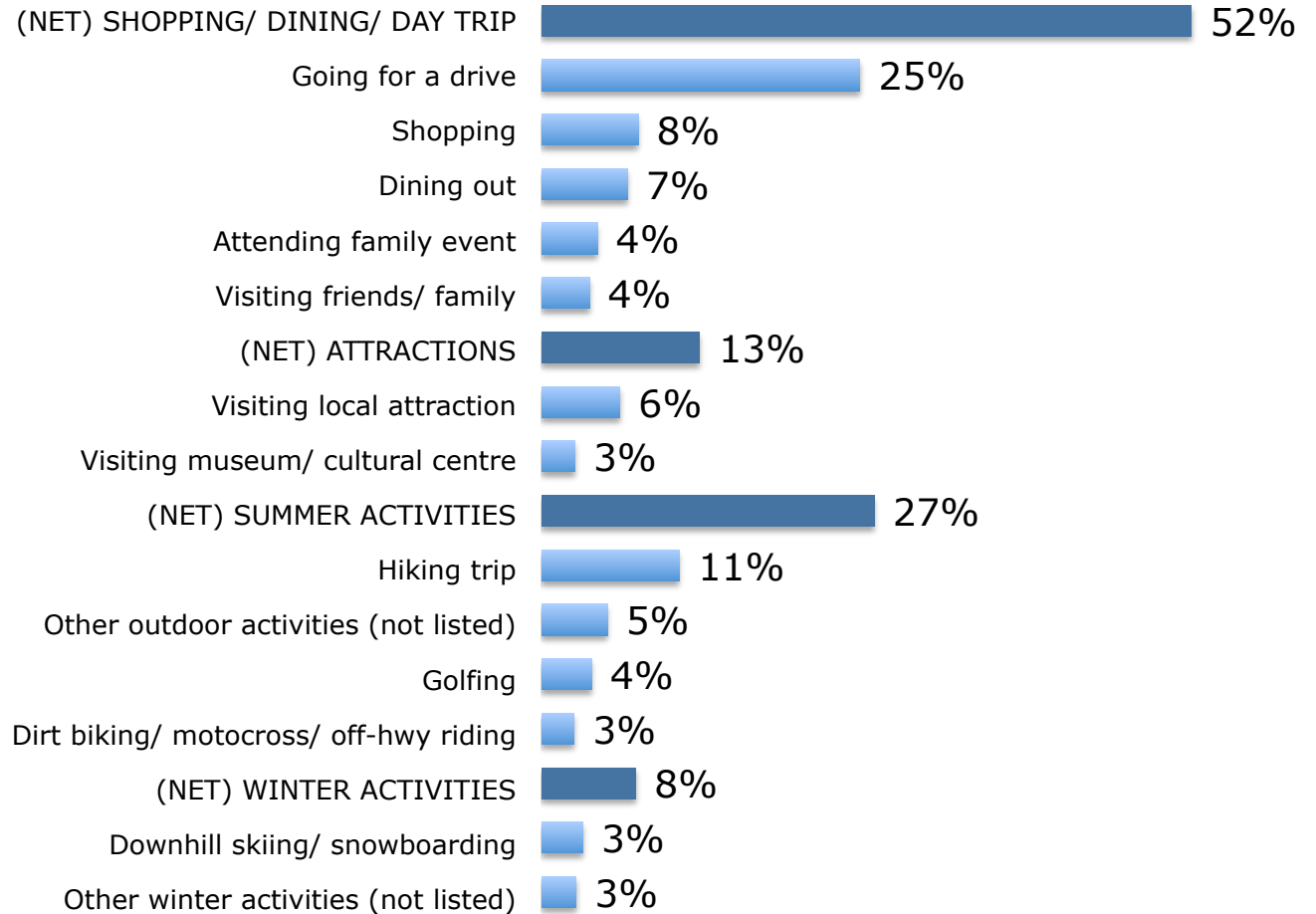
In the past year, how many day trips or excursions did you take to a nearby town/region for personal or leisure purposes?

Base: Took day trip in past year (n=721)

Which of the following towns or regions did you visit on your day trip(s) taken within the past year?



Main Purpose of Last Day Trip?



Base: Took day trip in past year
(n=721)

What was the main purpose
of your last day trip
excursion?

Note: Only mentions of 3% or more shown



What does a Potential Visitor to Bragg Creek Look Like?

- Lives in Calgary (or near south Calgary) – Proximity matters
- Recreational Enthusiast – particularly summer activities (biking, hiking)
- Already has a level of familiarity with you
- Mix of singles, young families
- Value is important



Recap: What Does This Mean?

- ✓ **Tell people who you are.** No glaring reputation issues to address but opportunity to grow familiarity.
- ✓ **Leverage your strengths.** You are clearly known for your association to **nature** and **recreation**. These themes should touch everything you offer.
- ✓ **Broaden your appeal.** Stop thinking about Bragg Creek in isolation but consider the Bragg Creek Area as a whole. More options = wider appeal.
- ✓ **Tell people why to visit.** They don't know you well enough yet but want to know more.
- ✓ **Internet** and **word of mouth** – these are the tools people use to plan their trips. A strong presence here will help get the word out about your community. Depends on **experience**.



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