



2017 Membership Survey Highlights

July 2017



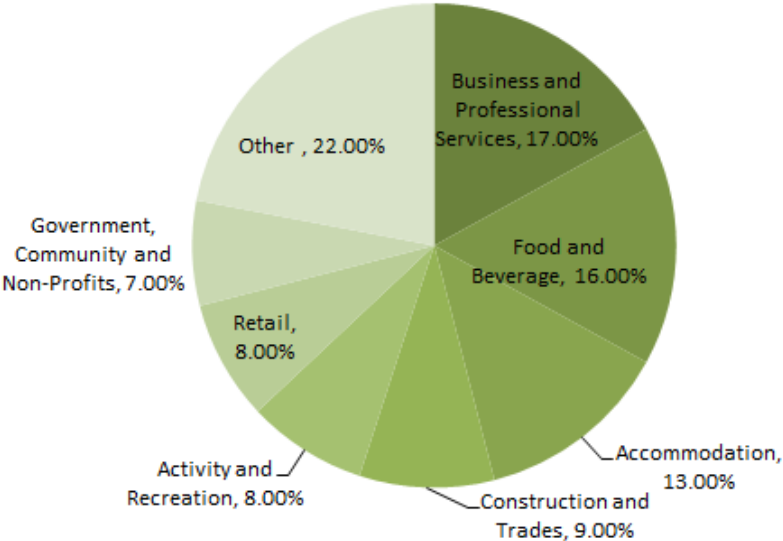
making business *easy.*

Survey in a snapshot

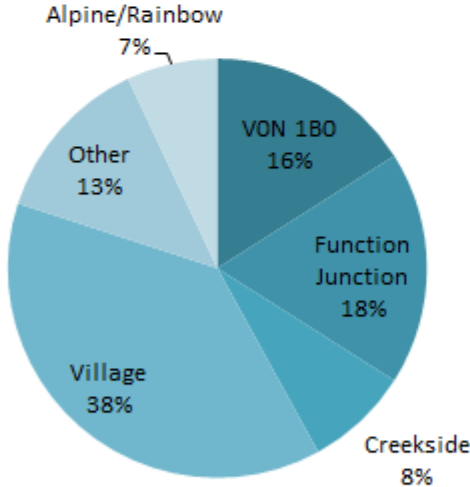
- *100 Chamber Member responses*
- *Helps us understand how to best serve Members*
- *Questions in 4 areas: YOUR BUSINESS, YOUR TEAM, YOUR CHAMBER & YOUR WHISTLER*

respondents in a snapshot.

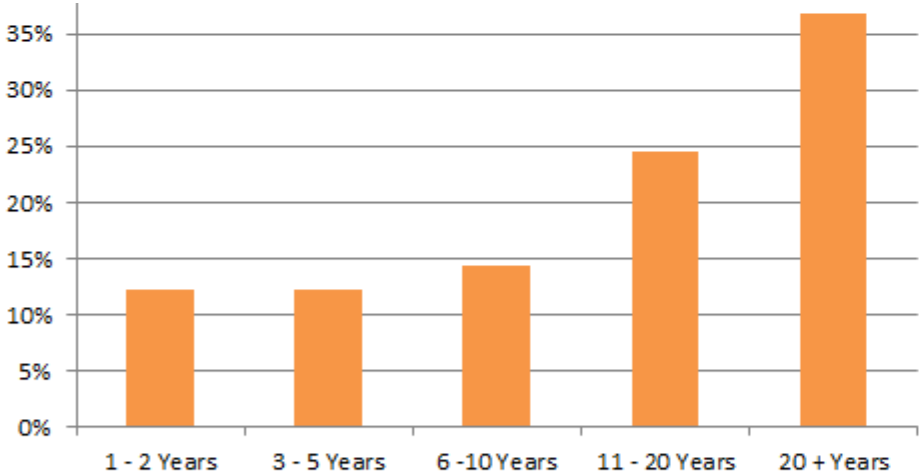
Business sectors:



Location representation:



years in business:



our members

strengths

1. *Customer Service*
2. *Brand*
3. *Operations*

biggest opportunity for improvement

1. *Marketing*
2. *Strategy*
3. *Human Resources*



our members have big, hairy audacious goals.

From hiring a first employee to rapid growth and having affordable housing for their teams here are some of the top keywords that came up:

Sustainable Programs **Community** Operations
Financially Hire **Grow** SELL **Employees**
 Tourism **Sales** Training **Whistler**
 Sea to Sky Corridor **Business** Growth **Staff** Location
Customer Paid **Staffing** Strategy **Services**



top reasons for being a chamber member:

- *Networking - Power Lunches, Chamber Après, Awards, etc*
- *Whistler Experience - service/sales training & resources + Spirit Pass*
- *Advocacy - a strong voice municipally, provincially & federally*
- *Communication - local business news, member guest editorials*
- *Brand Exposure - online listing, brochures, awards & recognition*

our vision is to elevate Whistler's business

The best leaders are the ones that understand they must serve those around them – we lift as we climb. So how have we elevated business for our members this year? Here are the top responses:

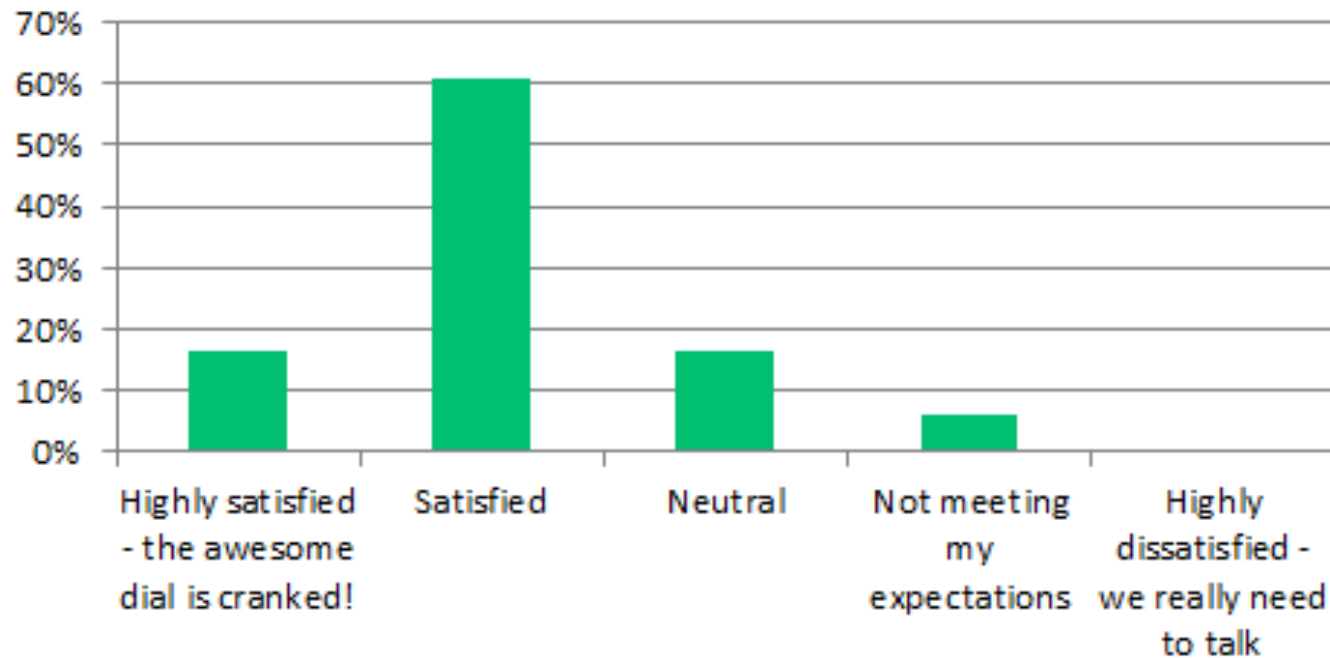
Customer Service Past **Community** Mark **Training**
Improved **Networking** Whistler Experience
Business Making **Exposure** Meet **Benefit**



the Whistler Experience

- *55% participate in the Whistler Experience*
- *50% contribute to a Spirit Pass for employees*
- *30% cover the total cost of the Spirit Pass for some or all staff*

level of satisfaction with membership.





what do businesses most want from their membership this year:

- *Training*
- *Networking*
- *Exposure*
- *Advocacy*
- *Employee housing*

Members want us to advocate on:

- *Affordable local housing*
- *Employee retention and development*
- *Transportation, traffic challenges*

top recommendations

- *Work with partners on local housing & transportation issues*
- *Continue to create tools to support members with staff retention*
- *evolve our annual benefits, events, and training to best fit the bespoke needs of our members.*

thank you!



making business *easy.*