

**Whistler**<sup>•</sup>  
Chamber



# *2018 Membership Survey Highlights*

*July 2018*



making business *easy.*

# *Survey in a snapshot*

- *92 Chamber Member responses*

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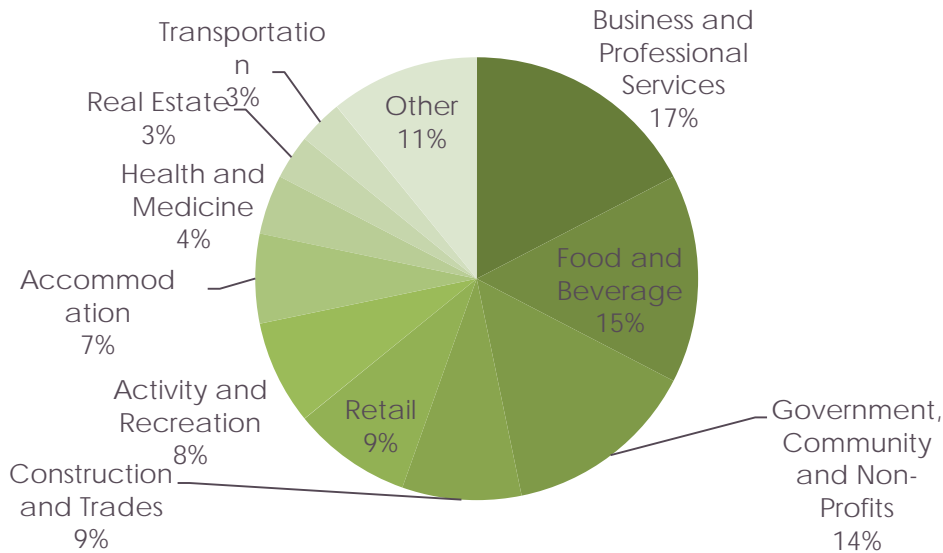
- *Helps us understand how to best serve Members*

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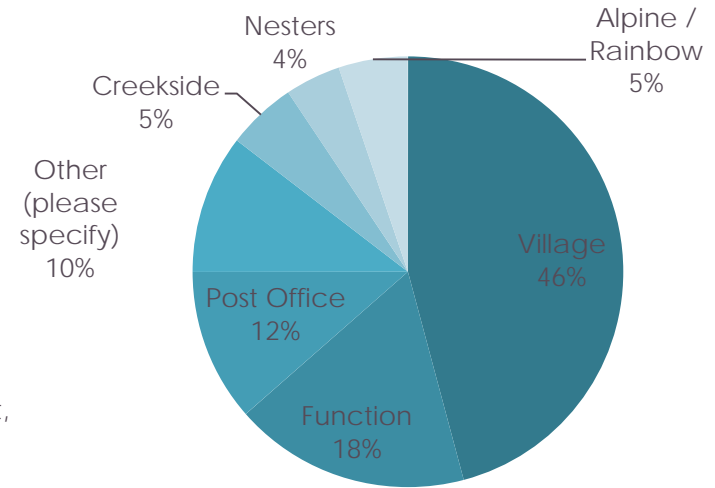
- *Questions in 3 areas: YOUR BUSINESS, YOUR CHAMBER & a special YOUR TEAM section dedicated to recruitment & retention*

# respondents in a snapshot.

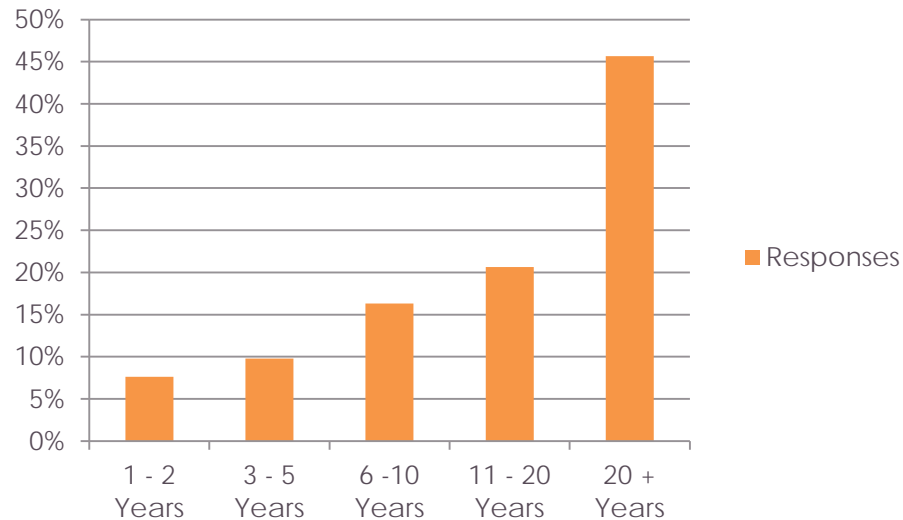
Business sectors:



Location representation:



years in business:



# *our members*

## *strengths*

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

## *biggest opportunity for improvement*

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



# *our members have big, hairy audacious goals.*

70% of our members want to grow their business. From growing sales and market share to staffing solutions and affordable housing for their teams, here are some of the top keywords that came up:

provide elevated Increase level service making business market  
 grow create Whistler next sales Growth years Double  
 Expand costs staff new

2017 responses (for comparison):

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*
- *Communication - local business news, member guest editorials*
- *Advocacy - a strong voice municipally, provincially & federally*
- *Brand Exposure - online listing, brochures, awards & recognition*



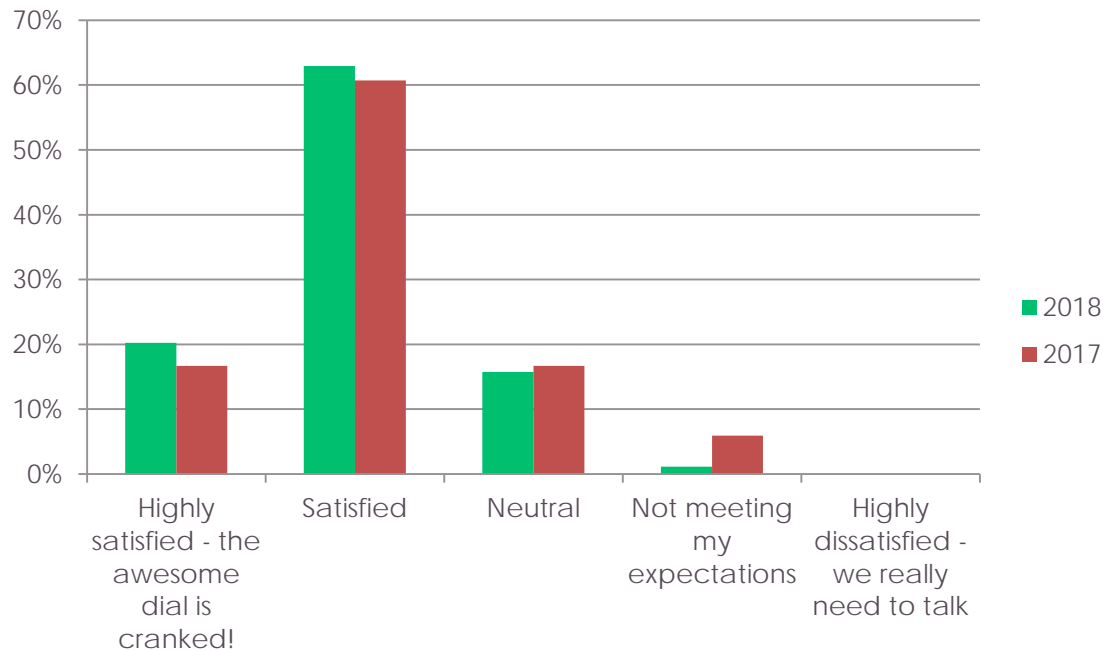
A man with glasses and a woman cheering with a raised fist.

# *the Whistler Experience*

- *73% participate in Whistler Experience (+18% vs 2017)*
- *52% contribute to a Spirit Pass for employees*
- *28% cover the total cost of the Spirit Pass for some or all staff*



# level of satisfaction with membership.



*NPS (net promoter score): rose from 28 to 32*



# *what do businesses most want from their membership this year:*

- *Networking*
- *Training*
- *Spirit Pass*
- *employees*
- *opportunities*

# *top recommendations*

- *Continue to advocate for local housing and transportation*
- *Elevate Member visibility with networking & marketing support*
- *Leverage results of YOUR TEAM survey section in conjunction with employee survey to support Members with labour challenges*

*thank you!*



making business *easy.*