

**Whistler**<sup>•</sup>  
Chamber



# 2019 Membership Survey Highlights

July 2019



# Survey in a snapshot

- 99 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

# 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:

service community **best** great **sales** Increase **Whistler** want  
**staff** year **employees** find **growth** make clients Attract  
 housing

2018 responses (for comparison):

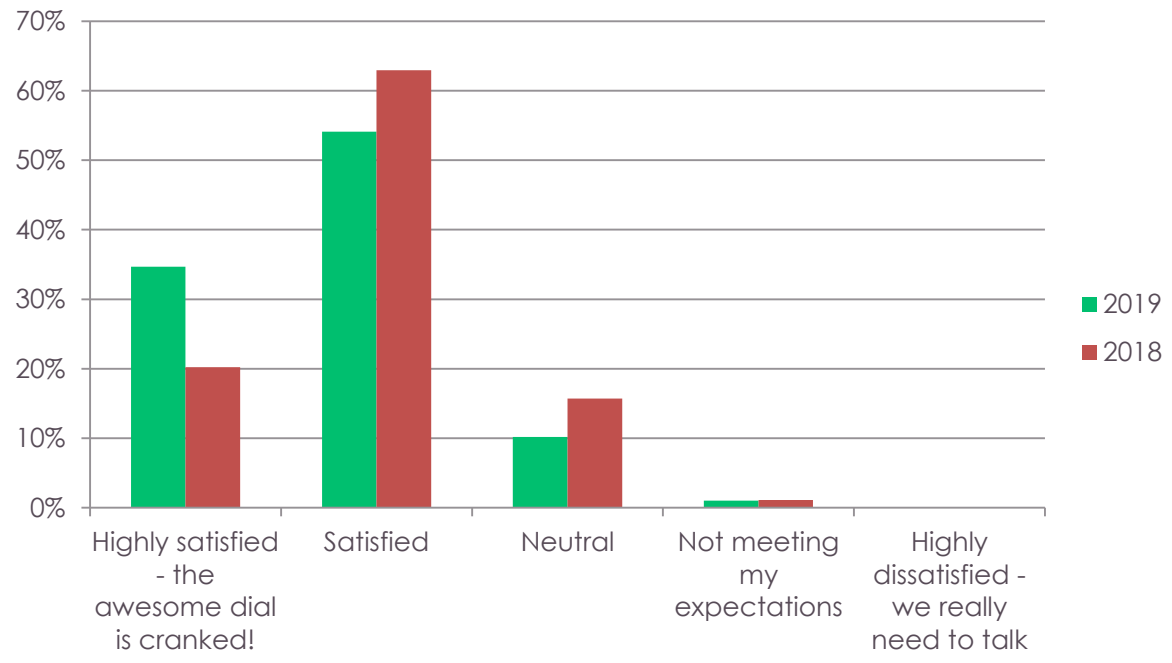
provide elevated Increase level service making **business** market  
**grow** create **Whistler** next **sales** Growth years Double  
 Expand costs staff new




# 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
- **Training**- Brand Camp, Food Safe, Social Media

# level of satisfaction with membership.



*NPS (net promoter score): rose from 32 to 55*



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

- Networking
- Training
- Opportunities
- Advocacy
- Community



thank you!



making business *easy*.