



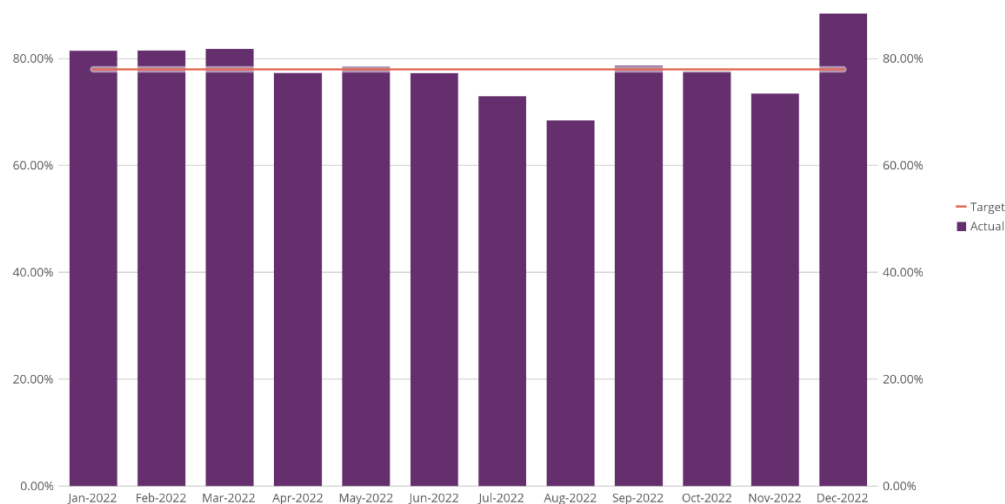
NET PROMOTER SCORE

Net Promoter Score (NPS) has become the most revealing measurement of satisfaction and loyalty. It was developed years ago by Fred Reichheld, Bain & Company and Satmetrix Systems, Inc. and made popular by the book the Ultimate Question. The NPS score is calculated by subtracting the number of detractors from the number of promoters divided by the number of responses. The fundamental argument is that the ultimate measure of an organization's performance is its customers' likelihood of recommending it to others. Adopted by leading companies in most industries, this methodology places greater importance on highly satisfied and loyal customers and those who are disappointed with their visit or experience.

By asking a straightforward question, "How likely are you to recommend Banff and/or Lake Louise to friends, family or colleagues?" and using a 0-10 scale, we classify respondents as Promoters, Passives, or Detractors. As a destination, we have few detractors and will attempt to convert passives to promoters as this has been seen as our greatest opportunity. In addition to the NPS question, we have added an open-ended question to ask visitors the most crucial reason for their score. The qualitative feedback informs the development of visitor programs and marketing tactics and subsequently shift visitor satisfaction and loyalty.

Banff & Lake Louise Tourism retains the services of [Rove Marketing](#) to facilitate the survey distribution, data collection and reporting for BLLT. Due to the pandemic in the summer of 2020, we moved the survey capture to solely digital channels.

- **Promoters** respond with a score of 9 or 10 and are typically loyal evangelists and enthusiastic customers.
- **Passives** respond with a score of 7 or 8. They are satisfied with their experience but not happy enough to be considered promoters.
- **Detractors** respond with a score of 0 to 6. These are unhappy customers who are unlikely to buy from you again and may even discourage others from buying from you.



2022 Full year	78
Summer 2022	75
Winter (2021-2022)	80