



2016-2017 MEMBERSHIP SURVEY

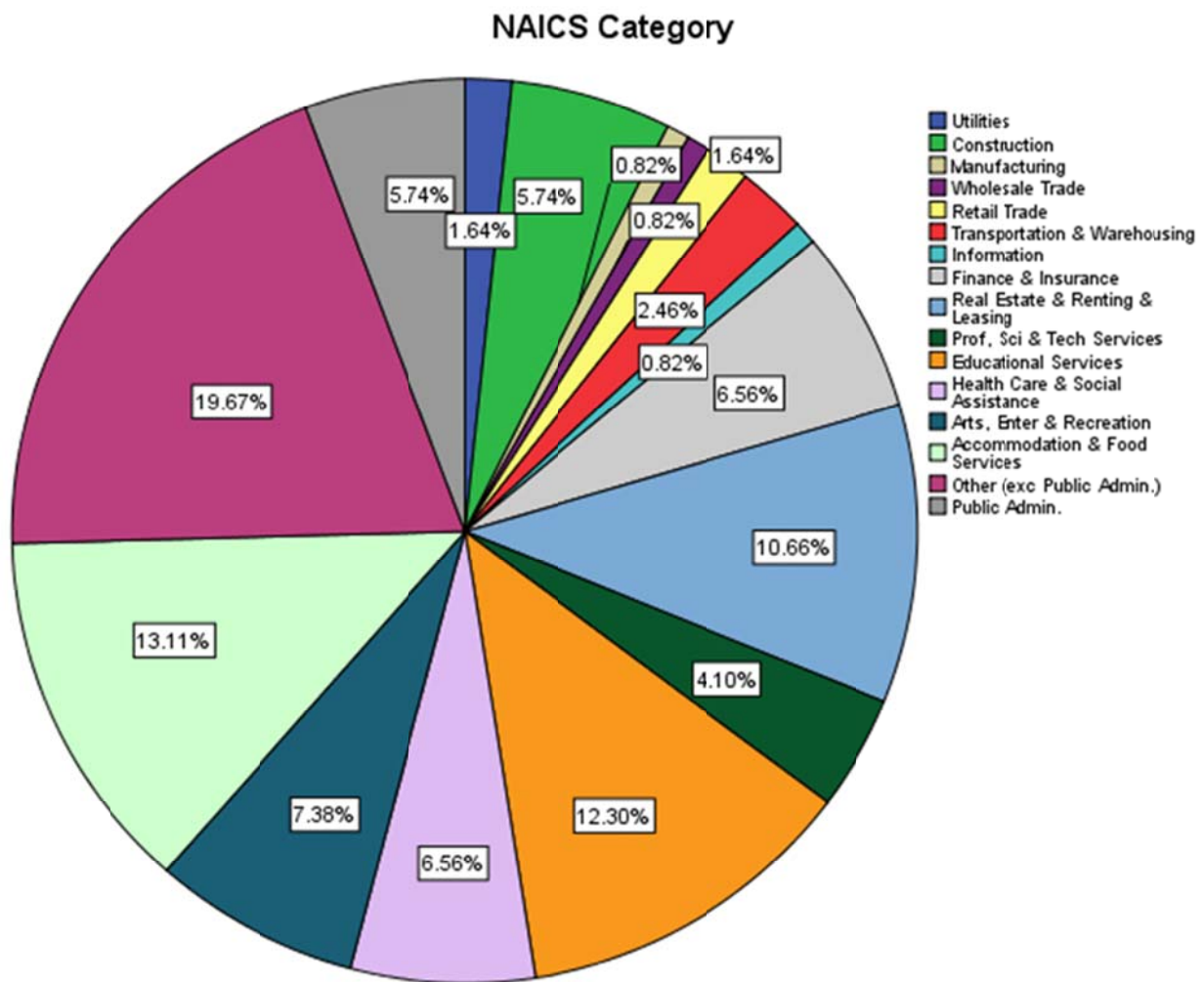
OCTOBER 31, 2017
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I. Introduction

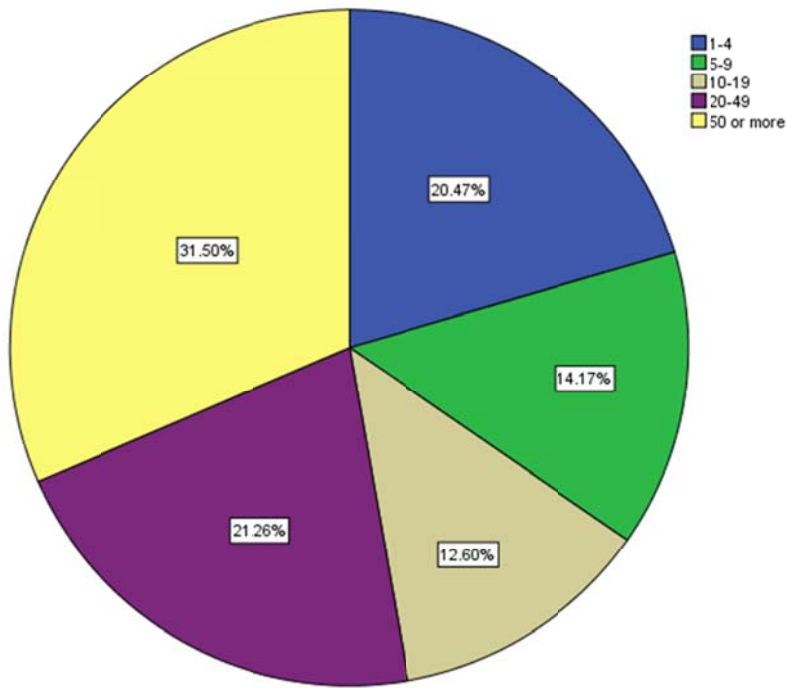
The Vail Valley Partnership (VVP) conducted a survey of its members in August and September of 2017 to examine:

- Company characteristics and business challenges,
- satisfaction with the organization as a whole,
- importance of and performance on 13 facets of membership, and
- perception of VVP embracing change.

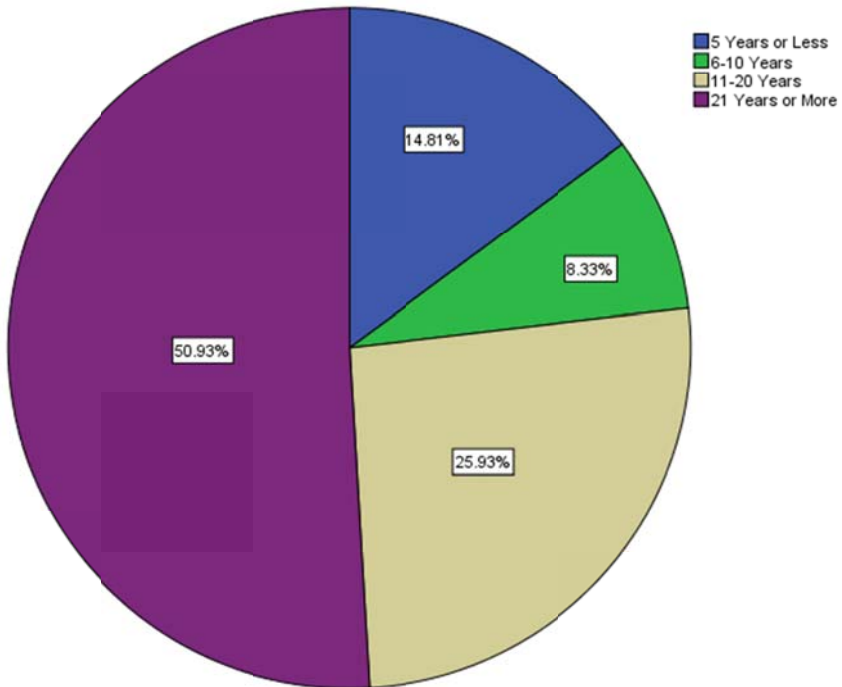
II. Company Characteristics



Number of Employees

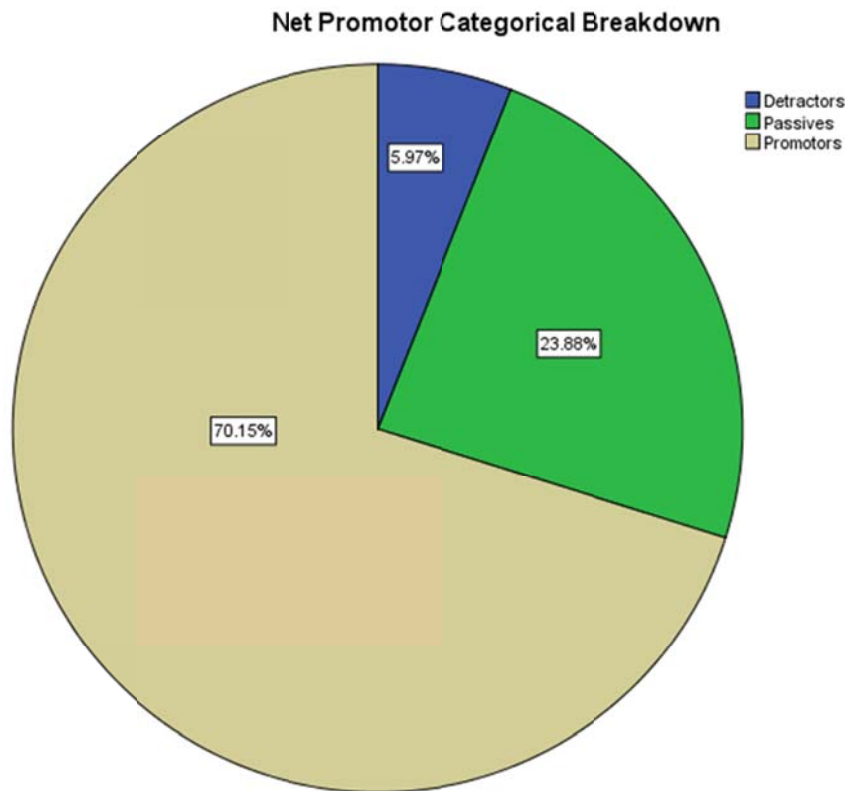


Number of Years in Business



A total of 137 member businesses completed the survey. As seen in preceding charts, there was representation from 16 of the 20 NAICS categories presented, with the greatest number indicating Accommodations and Food Services (13%), Educational Services (12%), Real Estate and Renting and Leasing (11%), Arts, Entertainment and Recreation (7%), and Finance and Insurance (7%). About 20% of the businesses survey employed fewer than 5 employees while almost a third employed 50 or more. Almost one quarter have been in business 10 years or less, another quarter have been in business 11-20 years, and about half have been in business for more than 20 years.

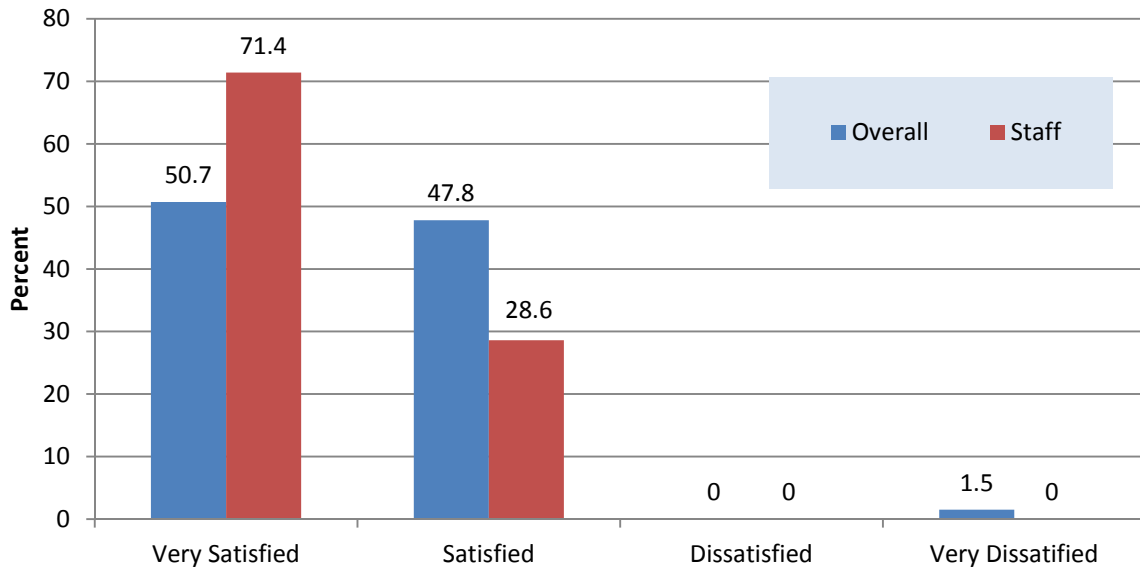
III. Net Promotor Score and Satisfaction with the Vail Valley Partnership



Net Promotor Score = 64

Scores can range from -100 to +100. National benchmarks indicate that a positive score is considered “good” and a score of +50 is considered “excellent.”

Satisfaction with the VVP



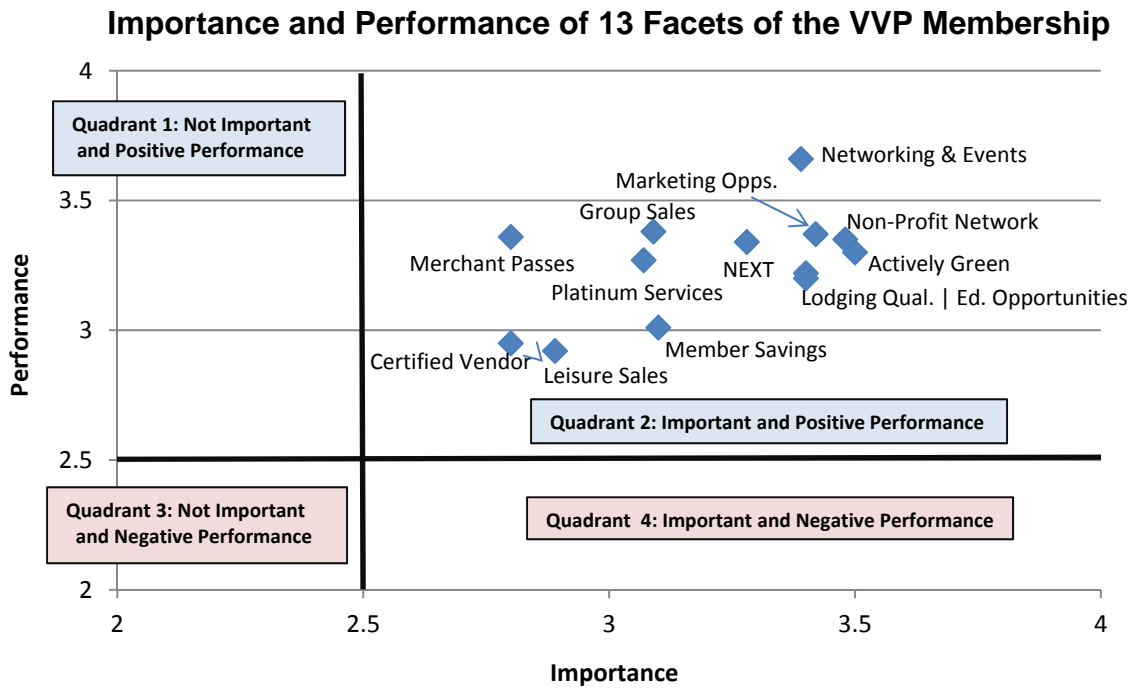
Satisfaction with the VVP was high, with 100% indicating they were satisfied with staff and 98.5% indicating they were satisfied with the organization overall. This represents an improvement from the previous year, especially for those that used the most positive end of the scale, which came up about 9% for rating of the organization as well as rating of VVP staff. Only two respondents were not satisfied with the VVP overall.

IV. Facets of Membership

Respondents were asked to rate 13 facets of membership on both perceived level of importance as well performance.

- Marketing Opportunities (newsletter, social media, website exposure, inclusion in the Official Visitor’s Guide)
- Group Sales & Destination Marketing / Tourism
- Networking Opportunities (Leads Groups, After Hours Business Mixers, Breakfast Scramblers, 12 @ 12 Program)
- Platinum Service Program
- Merchant Pass Program
- Member Cost Savings Opportunities
- Educational Opportunities (Business Forum Series, VVP University)
- Certified Vendor Program
- Leisure Sales (Vailonsale.com)
- Lodging Quality Assurance Program (LQA)
- NEXT Vail Valley
- Non-Profit Network / Vail Valley Volunteer Connection
- Promotion of Sustainability through Actively Green certification

The mean results on these two dimensions are plotted in the Figure below. Mean values above 2.5 on each scale are considered positive, while those below 2.5 are considered negative. The scale mid-points are highlighted by the bold lines in the chart and allows for each of the 13 facets to fall into one of four quadrants as indicated in the text boxes.



The figure above shows that all 13 facets fall squarely into quadrant 2, indicating that these are important to members and that performance on these facets is positive. This is also an improvement from prior years that had a several factors falling into quadrant 1, indicating that importance of these factors have increased over time. Specifically, mean performance has increased for Merchant Passes, Lodging Quality Assurance, Leisure Sales, Platinum Services, and the Certified Vendor Program. As seen in prior years Networking and Events received the highest performance rating and also a relatively high importance rating.

The ratings of importance and performance of the facets allowed for a “no experience.” Those that chose this option were not included in the calculation of the means for the specific facet. The percentage of respondents that used the response options are shown in the table below. Respondents were least aware of the Certified Vendor Program, the Lodging Quality Assurance Program, Leisure Sales, and the Platinum Service Program.

**Percent of Respondents Unaware and Had No experience
with Each of the 13 Facets of the VVP Membership**

Facet	No Experience
Marketing Opportunities	4%
Group Sales	36%
Networking Opportunities	7%
Platinum Service Program	58%
Merchant Passes	44%
Member Cost Savings Opportunities	25%
Educational Opportunities	19%
Certified Vendor Program	65%
Leisure Sales (VailonSale.com)	59%
Lodging Quality Assurance Program	62%
NEXT Vail Valley	49%
Non-Profit Network	32%
Actively Green	20%

V. VVP Embracing Change

Respondents were asked 10 items that relate to the extent to which VVP is perceived as an organization that embraces change. Each item was rated on a 5 point scale, with 1=Strongly Disagree, 2=Disagree, 3=Neither Agree or Disagree, 4=Agree, and 5=Strongly Agree. The overall composite score based on all 10 items yielded a mean of 4.2, indicating that organization is regarded as a relatively strong agent of change. Individual item means are presented in the table below in descending order. Paired-samples *t*-tests showed that the 10 items fall into four tiers. The top tier has a single item, which is “being a champion for a stronger community.” Each subsequent tier is color coded. Being a “kick ass problem solver” obtained the lowest mean and comprised the lowest tier.

VVP Embracing Change					
	N	Min.	Max.	Mean	Std. Dev.
Being a champion for a stronger community	136	2	5	4.53	.688
Fostering a culture of collaboration in our community	134	2	5	4.39	.703
Being a proven hub of information within the business community	136	2	5	4.38	.710
Being a trusted convener for leaders and influencers	135	2	5	4.37	.688
Being a catalyst for business growth	136	2	5	4.23	.720
Continuously innovating, exploring new programs and embracing change	136	2	5	4.20	.778
Being a bold advocate for business interests with government	135	1	5	4.18	.888
Keeping up with the times and changing local business needs	135	2	5	4.16	.803
Helping businesses prosper and our community thrive	135	2	5	4.16	.752
Being a "Kick Ass Problem Solver"	135	1	5	3.76	.876

VI. Summary

The overall results show that respondents are, as a whole, satisfied with the VVP and feel very positive about most of the facets of membership. The Net Promotor score was remarkably high and indicates that most respondents are active promoters of VVP. In terms of specific facets, there was improvement in the importance ratings of a number of facets that were rated relatively low during the prior administration of the membership survey. However, the number of respondents that had no experience with many of the facets increased and indicates an area where VVP has an opportunity to increase awareness of many of its programs. Additionally, with regard to overall satisfaction with the organization and the VVP staff, an indicator of continuous improvement over time is growing the proportion of respondents that choose the highest rating possible. There has been growth on this indicator since the last administration of the survey, but there is still room for improvement. Finally, VVP is considered an effective agent of change and in particular, is viewed as a champion for a stronger community.