



## 2017-2018 MEMBERSHIP SURVEY

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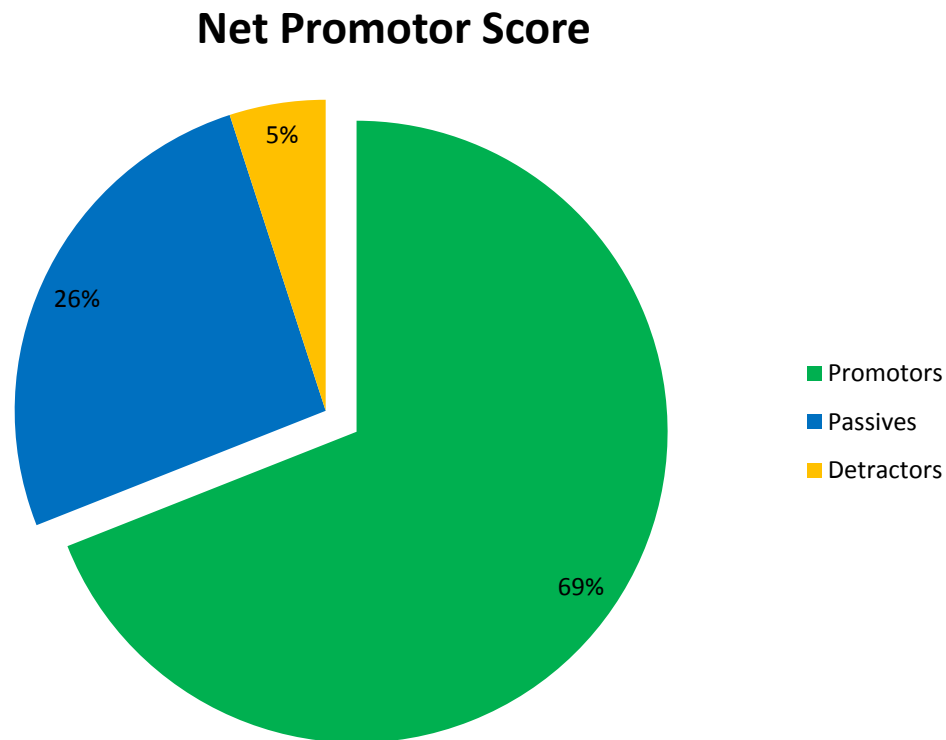
## I. Introduction

The Vail Valley Partnership (VVP) conducted a survey of its members in August and September 2018 to examine:

- Satisfaction with the organization as a whole as well as select aspects,
- importance of and performance on 14 facets of membership, and
- perception of VVP embracing change.

A total of 148 businesses completed the 2017-18 membership survey. The web-based survey exceeded response rates in the previous four years and the businesses that participated are representative of the membership base of the organization.

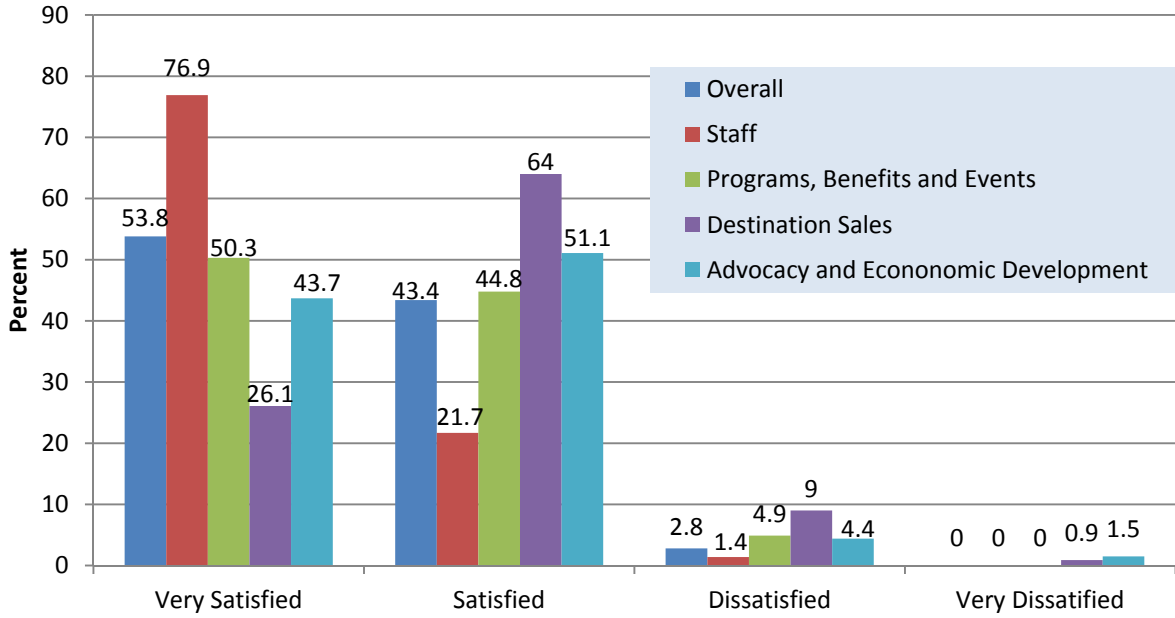
## II. Net Promotor Score and Satisfaction with the Vail Valley Partnership



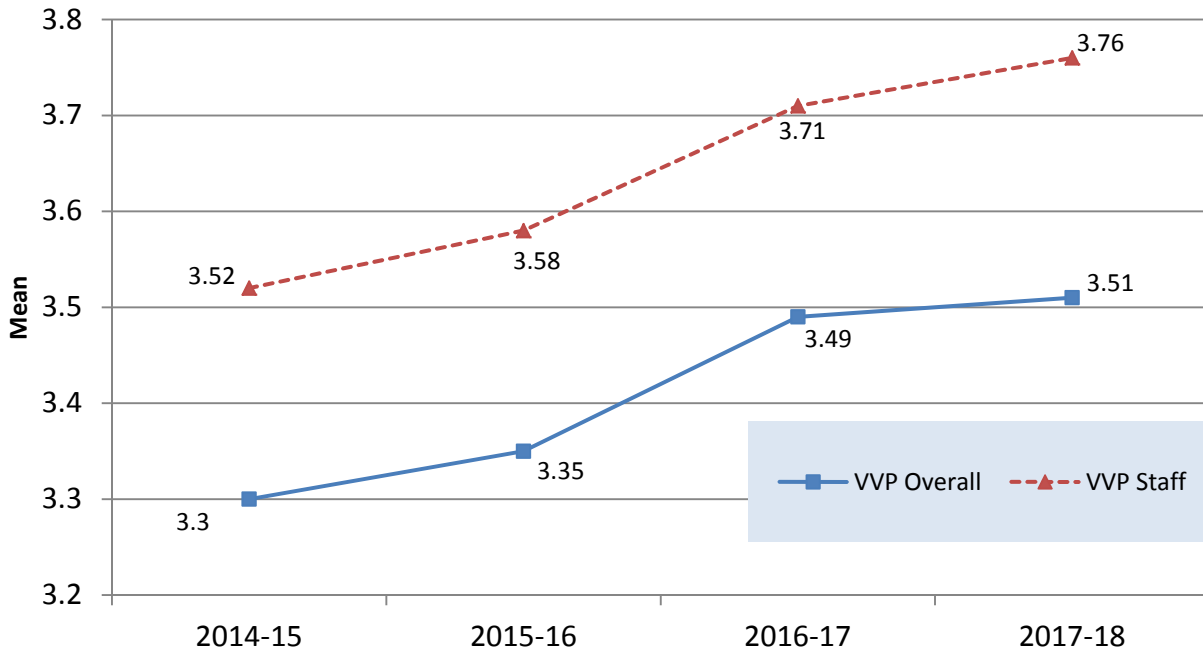
**Net Promotor Score = 64**

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

### Satisfaction with the VVP



### Satisfaction with VVP Overall and VVP Staff Over Time



Satisfaction with the VVP was high, with 99% indicating they were satisfied with staff and 97% indicating they were satisfied with the organization overall. Almost all (95%) respondents were satisfied with the programs, benefits and events, 90% were satisfied with destination sales, and 95% were satisfied with advocacy and economic development. Although results for all satisfaction items were quite positive, especially for VVP staff, there is room for improvement by increasing the number of respondents that use the “Very Satisfied” response option rather than “Satisfied.” Additionally, while satisfaction with staff is somewhat higher than satisfaction with VVP overall, both items saw growth over the past four years. The net promoter score for VVP is well into the “excellent” range of the scale and held steady from the prior administration of the survey.

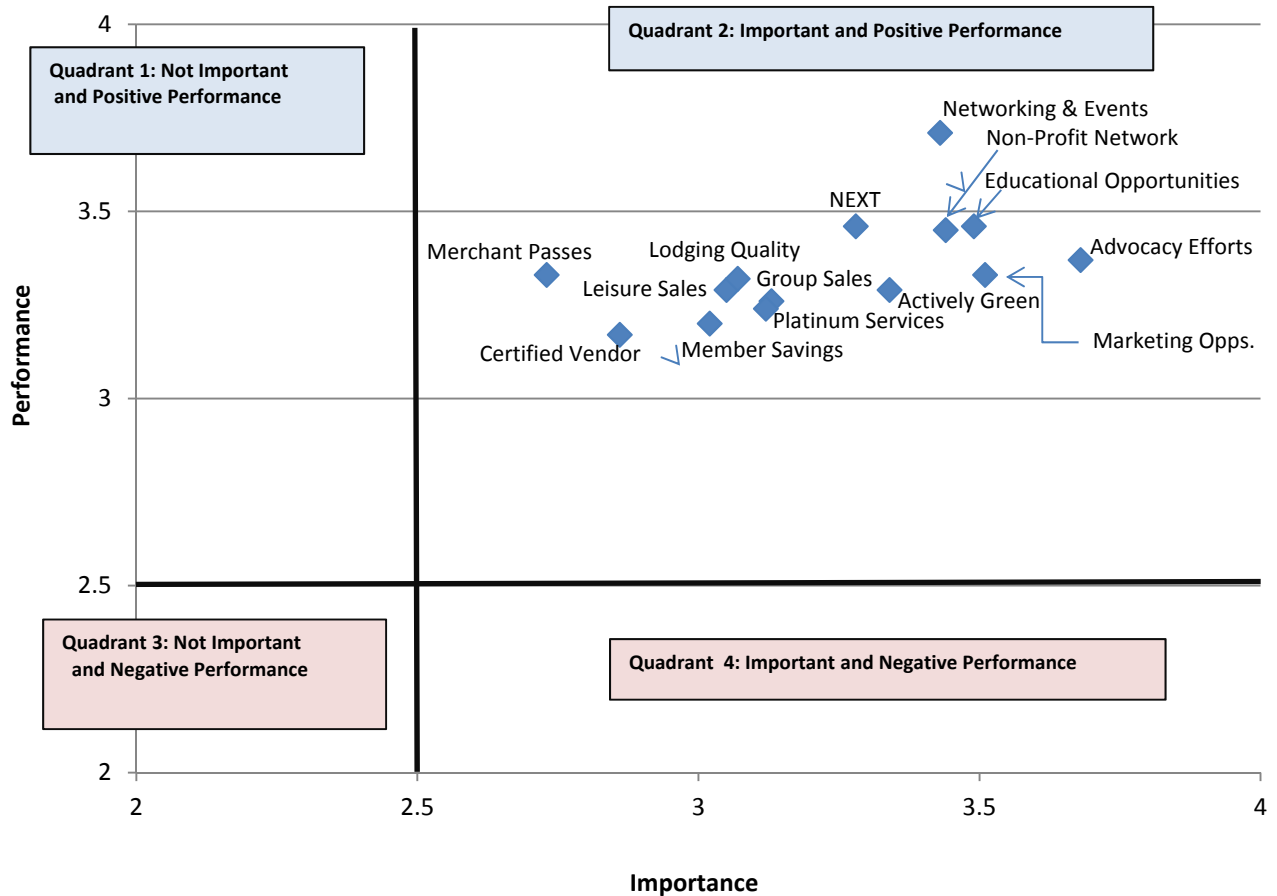
### **III. Facets of Membership**

Respondents were asked to rate 14 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 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
- Advocacy Efforts (WF Housing, WF Development, Transportation & Air Service, Technology & Utilities)

The mean results on these two dimensions are plotted in the on the next page. 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 14 facets to fall into one of four quadrants as indicated in the text boxes.

## Importance and Performance of 14 Facets of the VVP Membership



The figure above shows that all 14 facets fall squarely into quadrant 2, indicating that these are important to members and that performance on these facets is positive. Advocacy is rated as most important, but somewhat lower than networking and events on performance. Merchant passes received the lowest importance rating, but had a high performance rating. Overall, items varied more along the importance dimension than they did on performance.

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 and are compared to the previous administration of the survey. Members are least aware of the certified vendor program, the lodging quality assurance program, NEXT Vail Valley, merchant passes, and leisure sales. They are most aware of the networking opportunities, marketing opportunities, advocacy efforts, and educational opportunities.

### Percent of Respondents Unaware/Had No Experience with Membership Facets

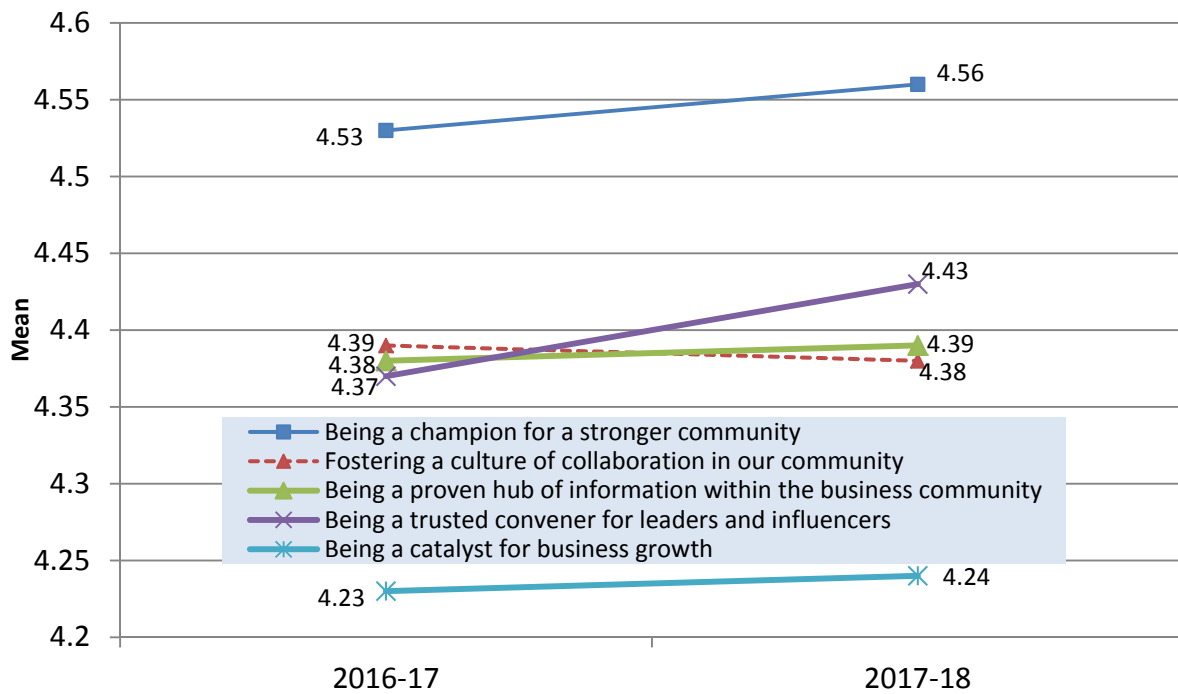
Facet	No Experience 2016-17	No Experience 2017-18
Marketing Opportunities	4%	5%
Group Sales	36%	35%
Networking Opportunities	7%	4%
Platinum Service Program	58%	65%
Merchant Passes	44%	53%
Member Cost Savings Opportunities	25%	30%
Educational Opportunities	19%	12%
Certified Vendor Program	65%	64%
Leisure Sales (VailonSale.com)	59%	47%
Lodging Quality Assurance Program	62%	56%
NEXT Vail Valley	49%	56%
Non-Profit Network	32%	27%
Actively Green	20%	24%
Advocacy efforts	-	11%

#### IV. VVP Embracing Change

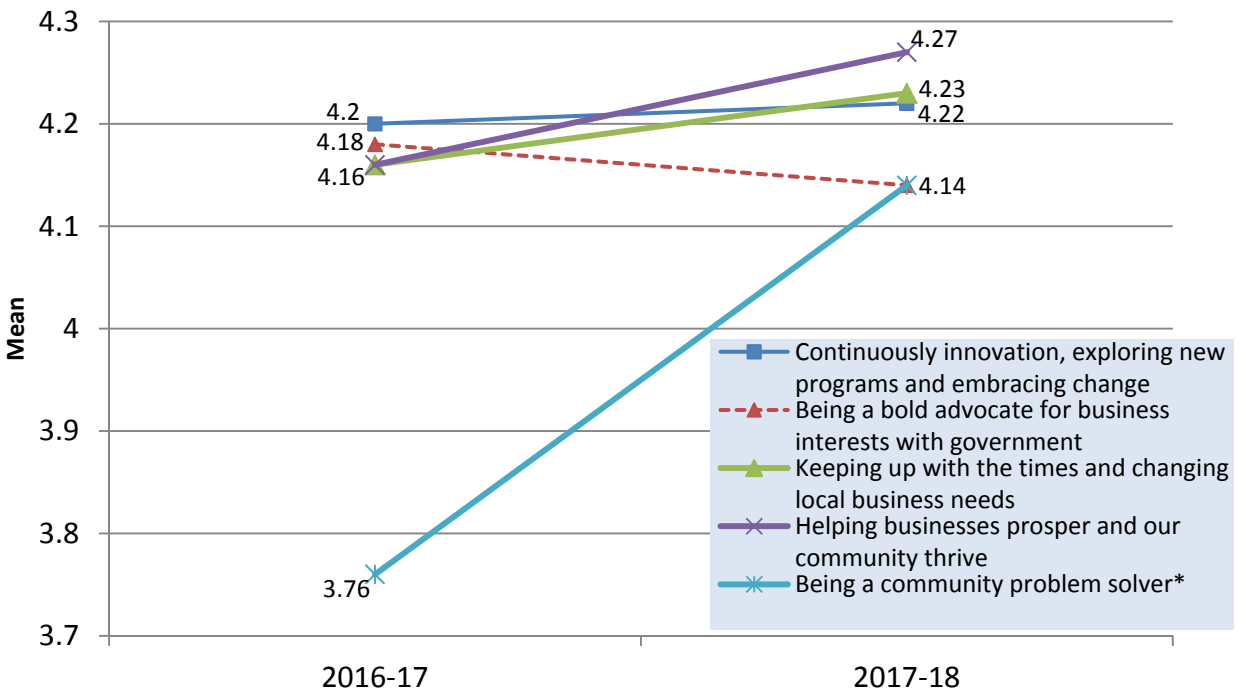
Respondents were asked 10 items that relate to the extent to which VVP is perceived as an organization that embraces change. Each item was rated on a 5 point scale, with 1=Strongly Disagree, 2=Disagree, 3=Neither Agree or Disagree, 4=Agree, and 5=Disagree. The overall composite score based on all 10 items yielded a mean of 4.3 (compared to 4.2 in 2016-17), 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 show that the 10 items fall into four tiers. The top rated tier has a single item, which is “being a champion for a stronger community.” Each subsequent tier is color coded. Being a “community problem solver” and “a bold advocate for business interests with government” obtained the lowest means. The two charts on the following page show the change on each item over the past two years.

VVP Embracing Change					
	N	Min.	Max.	Mean	Std. Dev.
Being a champion for a stronger community	148	2	5	4.56	.620
Being a trusted convener for leaders and influencers	148	2	5	4.43	.672
Being a proven hub of information within the business community	147	2	5	4.39	.708
Fostering a culture of collaboration in our community	147	2	5	4.38	.725
Helping businesses prosper and our community thrive	148	2	5	4.27	.686
Being a catalyst for business growth	147	2	5	4.24	.752
Keeping up with the times and changing local business needs	148	2	5	4.23	.757
Continuously innovating, exploring new programs and embracing change	147	2	5	4.22	.745
Community Problem Solver	146	2	5	4.14	.814
Being a bold advocate for business interests with government	148	2	5	4.14	.825

### Top 5 Embracing Change Items, 2016-17 Compared to 2017-18



### Bottom 5 Embracing Change Items, 2016-17 Compared to 2017-18



\* In 2016-17, this item was worded as “being a ‘kick ass’ problem solver”

The charts on the previous page show that there were only slight changes on the embracing change items over the past two administrations of the survey, except for being a community problem solver which was reworded for the 2017-18 version of the survey. The majority of the items saw growth, but the magnitude was quite small. Other than the reworded item, helping businesses prosper and the community survive and being a trusted convener for leaders and influencers saw the most growth over the previous administration of the survey.

## **V. Summary**

The overall results show that respondents are, as a whole, satisfied with the VVP and feel give high performance rating for all facets of membership. Importance ratings for the facets of membership varied more than importance ratings. 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 on the performance rating for leisure sales, the certified member program, and member savings since the previous administration of the membership survey. Along the importance dimension, advocacy efforts moved in a positive direction since 2016-17. However, the number of respondents that had no experience with many of the facets remains high 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.