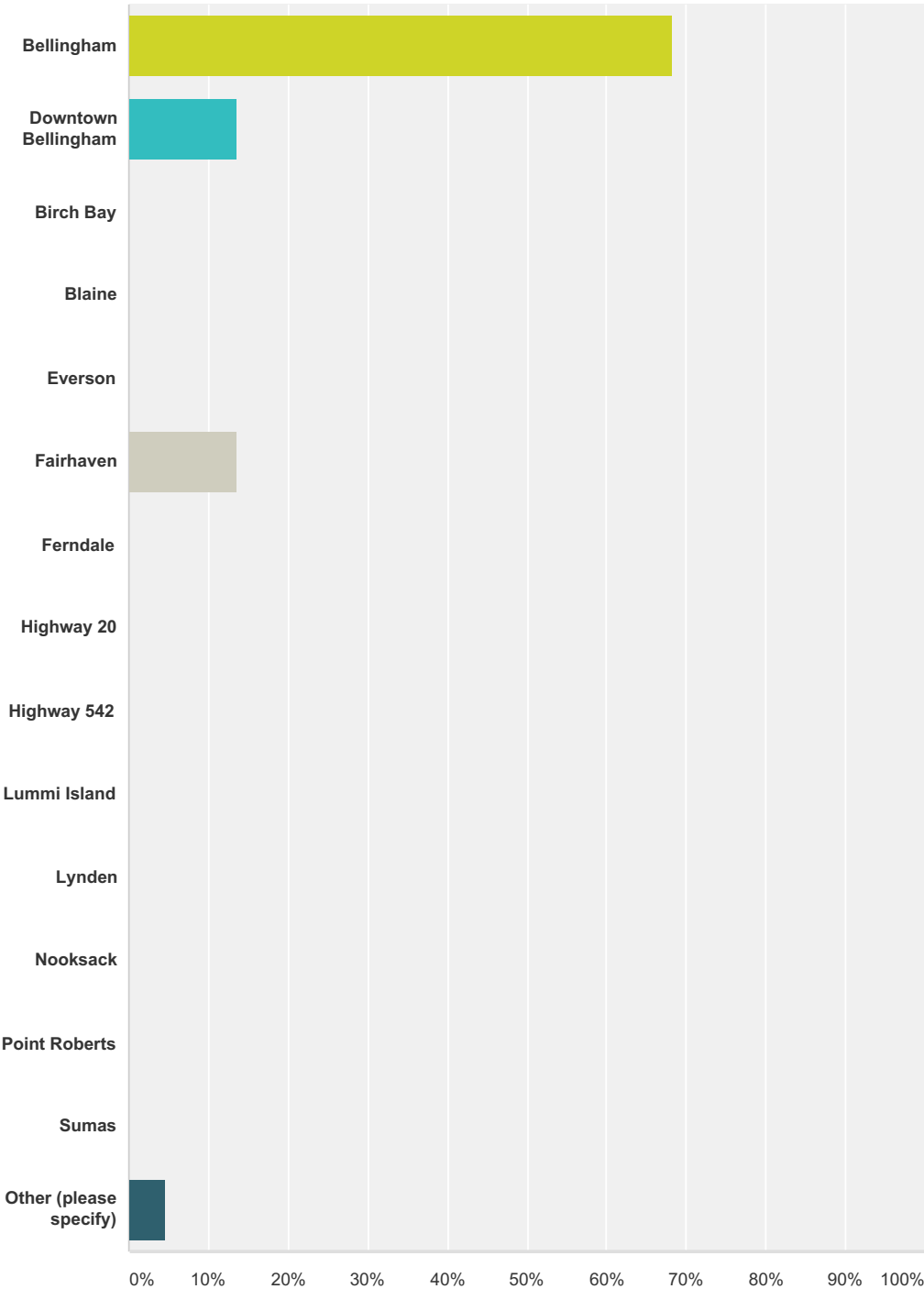


Q1 Where is your hotel or lodging property located?

Answered: 22 Skipped: 0



Answer Choices	Responses
Bellingham	68.18% 15
Downtown Bellingham	13.64% 3

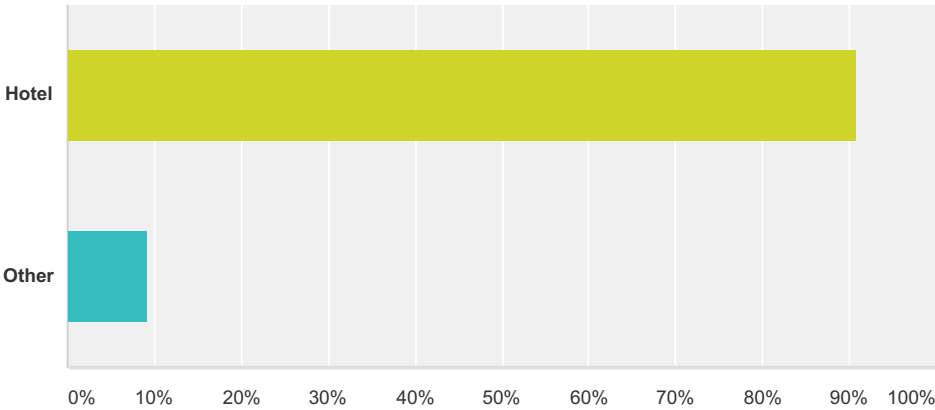
Bellingham/Whatcom Cultural Heritage Tourism Survey

Birch Bay	0.00%	0
Blaine	0.00%	0
Everson	0.00%	0
Fairhaven	13.64%	3
Ferndale	0.00%	0
Highway 20	0.00%	0
Highway 542	0.00%	0
Lummi Island	0.00%	0
Lynden	0.00%	0
Nooksack	0.00%	0
Point Roberts	0.00%	0
Sumas	0.00%	0
Other (please specify)	4.55%	1
Total		22

#	Other (please specify)	Date
1	Inn at Lynden	6/9/2017 3:20 PM

Q2 What category best describes the entity you represent?

Answered: 22 Skipped: 0



Answer Choices	Responses
Hotel	90.91% 20
Other	9.09% 2
Total	22

Q3 In order of significance to the county and visitor, please list what you consider the Top Five Cultural Heritage Attractions/Events/Activities in Bellingham/Whatcom County.

Answered: 7 Skipped: 15

Answer Choices	Responses
1.	100.00% 7
2.	85.71% 6
3.	85.71% 6
4.	85.71% 6
5.	85.71% 6

#	1.	Date
1	Interurban Trail and environs	6/19/2017 2:30 PM
2	Ski to Sea	6/14/2017 2:54 PM
3	WWU Sculpture garden	6/12/2017 12:08 AM
4	Ski to Sea	6/10/2017 8:43 PM
5	Whatcom Museum	6/9/2017 3:39 PM
6	Whatcom Museum & Lightcatcher Building	6/9/2017 3:24 PM
7	Western	6/9/2017 11:41 AM
#	2.	Date
1	Bellingham Bay and environs	6/19/2017 2:30 PM
2	Lynden Raspberry Festival	6/14/2017 2:54 PM
3	Light-catcher museum	6/12/2017 12:08 AM
4	Western Washington spring graduations	6/10/2017 8:43 PM
5	WWU sculpture collection	6/9/2017 3:39 PM
6	Concerts: MBT, Wild Buff	6/9/2017 11:41 AM
#	3.	Date
1	Baker Theatre	6/19/2017 2:30 PM
2	Beer Week	6/14/2017 2:54 PM
3	Mt Baker Theater	6/12/2017 12:08 AM
4	Summer soccer tournaments	6/10/2017 8:43 PM
5	Fairhaven and Downtown Bellingham historic buildings	6/9/2017 3:39 PM
6	Breweries	6/9/2017 11:41 AM
#	4.	Date
1	Whatcom Falls Park	6/19/2017 2:30 PM
2	Monthly Art Walks downtown & in Fairhaven	6/14/2017 2:54 PM
3	Ski to Sea	6/12/2017 12:08 AM

Bellingham/Whatcom Cultural Heritage Tourism Survey

4	Bellingham Bells games	6/10/2017 8:43 PM
5	Mt. Baker Theater	6/9/2017 3:39 PM
6	Water Front	6/9/2017 11:41 AM
#	5.	Date
1	Fairhaven	6/19/2017 2:30 PM
2	Deming Logging Show	6/14/2017 2:54 PM
3	Good time girls walking tours	6/12/2017 12:08 AM
4	Mount Baker	6/10/2017 8:43 PM
5	Pickford	6/9/2017 3:39 PM
6	Hiking/Biking	6/9/2017 11:41 AM

Bellingham/Whatcom Cultural Heritage Tourism Survey

Q4 As a cultural heritage tourism destination, what do you consider Bellingham/Whatcom County's greatest:

Answered: 7 Skipped: 15

Answer Choices	Responses
Strength:	100.00% 7
Weakness:	85.71% 6
Opportunity:	85.71% 6
Threat:	71.43% 5

#	Strength:	Date
1	laid back pace, day/ short stay access to Vancouver/ Seattle visitor	6/19/2017 2:30 PM
2	Diversity of events	6/14/2017 2:54 PM
3	I own a vacation rental with over 350 guests, have never had a guest who came for cultural heritage	6/12/2017 12:08 AM
4	Outdoor activities	6/10/2017 8:43 PM
5	Sense of local history and historic buildings	6/9/2017 3:39 PM
6	renovating old with class and old character	6/9/2017 1:43 PM
7	Community Involvement	6/9/2017 11:41 AM

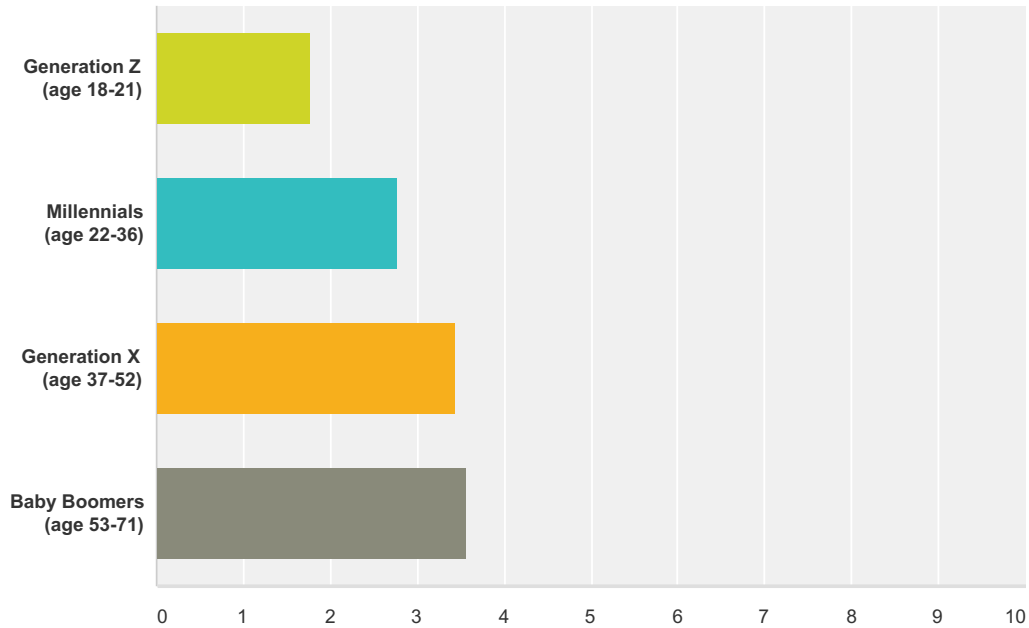
#	Weakness:	Date
1	wayfinding and information for visitor	6/19/2017 2:30 PM
2	Historical sites not very well marked or marketed	6/14/2017 2:54 PM
3	Too many hotels	6/10/2017 8:43 PM
4	Lack of cohesive fine and performing arts programming	6/9/2017 3:39 PM
5	embodying native culture through art	6/9/2017 1:43 PM
6	Canadian Dollar	6/9/2017 11:41 AM

#	Opportunity:	Date
1	creating an inviting message and delivery system that can be sustained and maintained	6/19/2017 2:30 PM
2	Signage/maps/marketing for historical places	6/14/2017 2:54 PM
3	Don't know	6/10/2017 8:43 PM
4	Well-funded, easy to use guide for mobile devices of cohesive cultural and arts programming	6/9/2017 3:39 PM
5	Co partner with tribes to Co create	6/9/2017 1:43 PM
6	New Waterfront	6/9/2017 11:41 AM

#	Threat:	Date
1	limited attractive access, poor grooming/reduced view/	6/19/2017 2:30 PM
2	Traffic	6/10/2017 8:43 PM
3	Continuation of the weakness listed above	6/9/2017 3:39 PM
4	condos and trendy suburban	6/9/2017 1:43 PM
5	Air BNB	6/9/2017 11:41 AM

Q5 Please rank, in order of preference, the importance of these demographic audiences to your organization in the next three years

Answered: 9 Skipped: 13

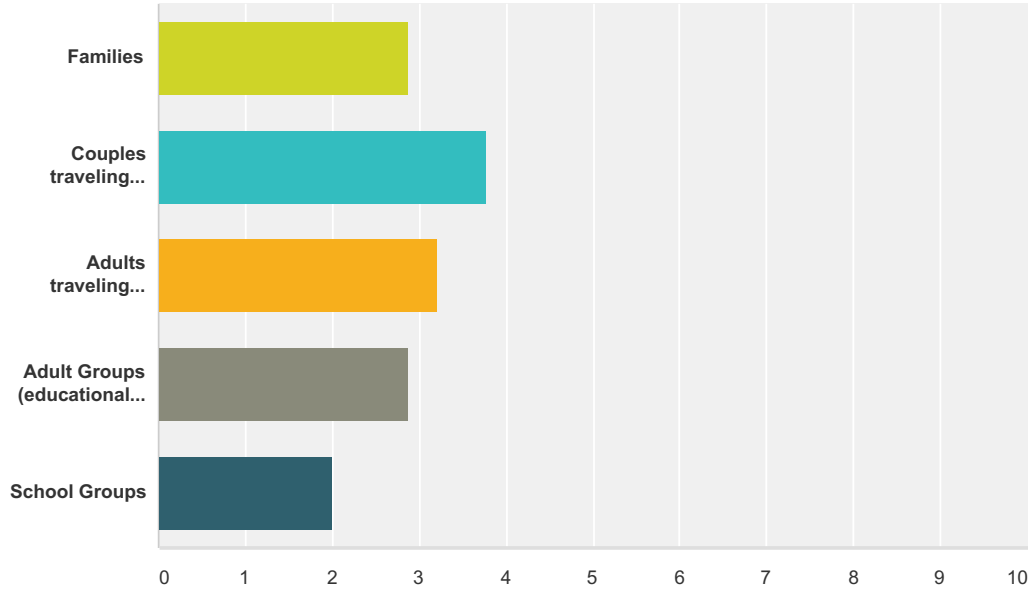


	Least Important	Somewhat Important	Important	Most Important	Total	Weighted Average
Generation Z (age 18-21)	44.44% 4	33.33% 3	22.22% 2	0.00% 0	9	1.78
Millennials (age 22-36)	0.00% 0	33.33% 3	55.56% 5	11.11% 1	9	2.78
Generation X (age 37-52)	0.00% 0	0.00% 0	55.56% 5	44.44% 4	9	3.44
Baby Boomers (age 53-71)	0.00% 0	0.00% 0	44.44% 4	55.56% 5	9	3.56

#	Other (please specify)	Date
1	NOTE: women make the reservations	6/19/2017 2:35 PM
2	intentional community efforts	6/9/2017 1:45 PM

Q6 Please rank, in order of preference, the importance of these audience profiles to your organization in the next three years

Answered: 9 Skipped: 13

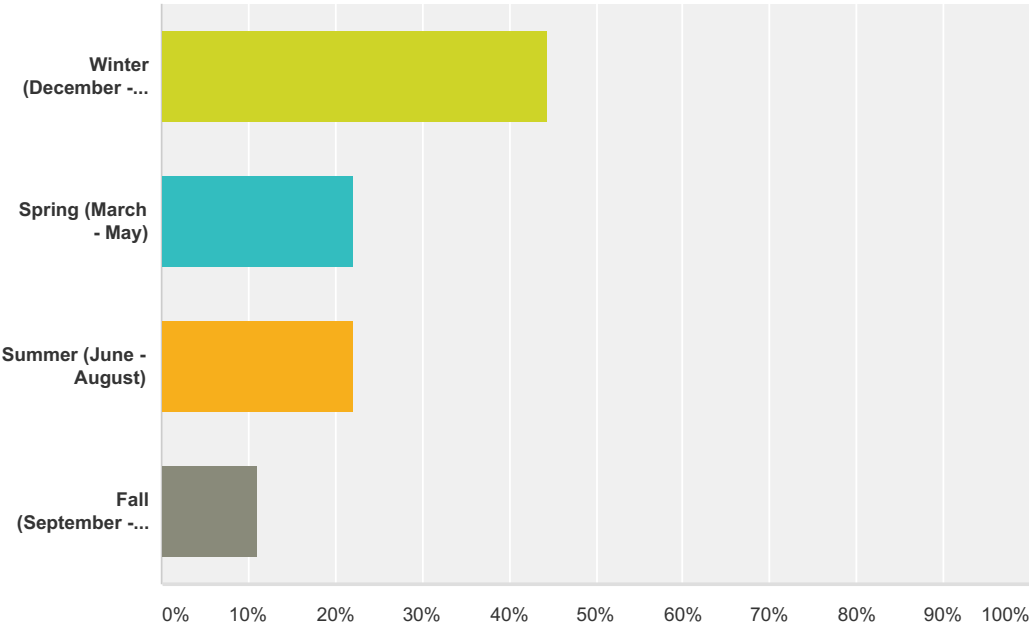


	Least important	Somewhat important	Important	Most important	Total	Weighted Average
Families	12.50% 1	12.50% 1	50.00% 4	25.00% 2	8	2.88
Couples traveling without children	0.00% 0	0.00% 0	22.22% 2	77.78% 7	9	3.78
Adults traveling independently	0.00% 0	11.11% 1	55.56% 5	33.33% 3	9	3.22
Adult Groups (educational or special interest, group tours, niche audiences)	11.11% 1	22.22% 2	33.33% 3	33.33% 3	9	2.89
School Groups	44.44% 4	22.22% 2	22.22% 2	11.11% 1	9	2.00

#	Other (please specify)	Date
1	business guests with "explore" time	6/19/2017 2:35 PM
2	relocating	6/9/2017 1:45 PM

Q7 What time of year is most important to attract cultural heritage tourists to your organization or business in the next three years?

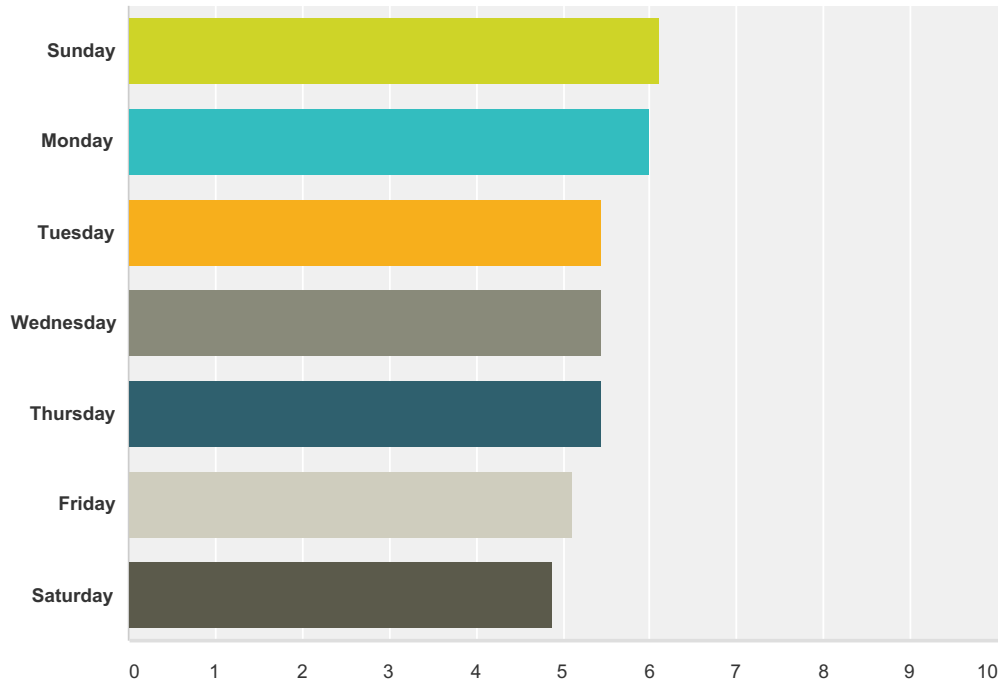
Answered: 9 Skipped: 13



Answer Choices	Responses
Winter (December - February)	44.44% 4
Spring (March - May)	22.22% 2
Summer (June - August)	22.22% 2
Fall (September - November)	11.11% 1
Total	9

Q8 On a scale of 1-7, with 7 as most important, please rank the days of the week you are most interested in hosting more cultural heritage visitors to your organization or business in the next three years.

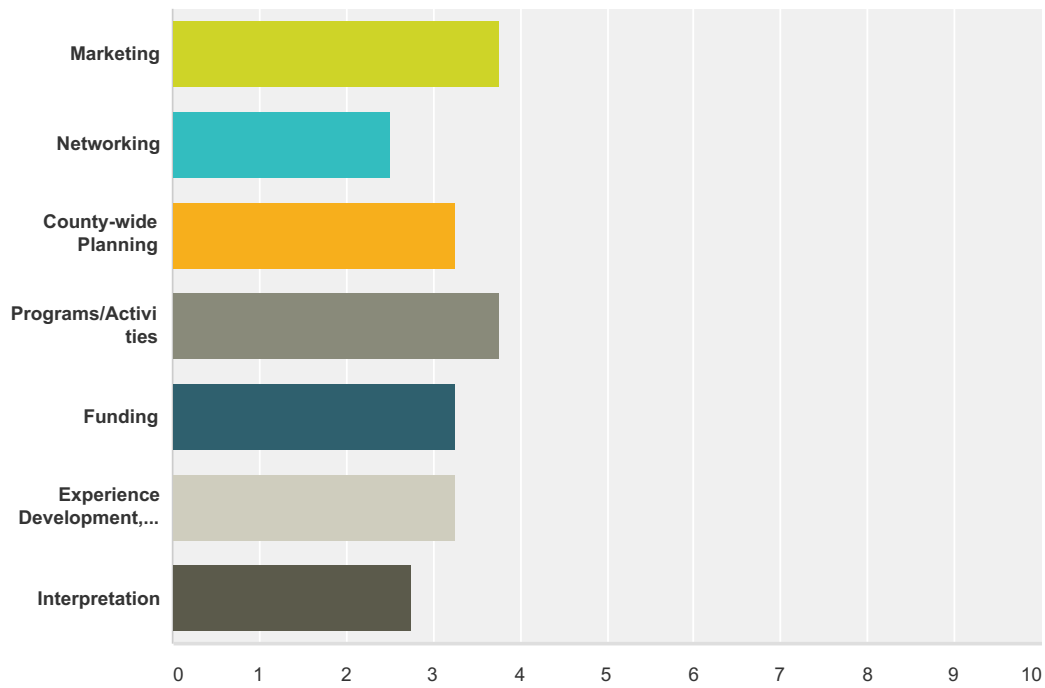
Answered: 9 Skipped: 13



	Least important - 1	2	3	Important - 4	5	6	Most important - 7	Total	Weighted Average
Sunday	0.00% 0	0.00% 0	0.00% 0	11.11% 1	22.22% 2	11.11% 1	55.56% 5	9	6.11
Monday	0.00% 0	0.00% 0	0.00% 0	11.11% 1	22.22% 2	22.22% 2	44.44% 4	9	6.00
Tuesday	11.11% 1	0.00% 0	0.00% 0	11.11% 1	22.22% 2	11.11% 1	44.44% 4	9	5.44
Wednesday	0.00% 0	11.11% 1	0.00% 0	22.22% 2	11.11% 1	11.11% 1	44.44% 4	9	5.44
Thursday	0.00% 0	0.00% 0	22.22% 2	11.11% 1	11.11% 1	11.11% 1	44.44% 4	9	5.44
Friday	0.00% 0	22.22% 2	11.11% 1	11.11% 1	0.00% 0	0.00% 0	55.56% 5	9	5.11
Saturday	11.11% 1	11.11% 1	11.11% 1	11.11% 1	0.00% 0	11.11% 1	44.44% 4	9	4.89

Q9 What types of partnerships would you like to see result from this plan?

Answered: 4 Skipped: 18



	Least important	Somewhat important	Important	Most important	Total	Weighted Average
Marketing	0.00% 0	0.00% 0	25.00% 1	75.00% 3	4	3.75
Networking	0.00% 0	75.00% 3	0.00% 0	25.00% 1	4	2.50
County-wide Planning	0.00% 0	25.00% 1	25.00% 1	50.00% 2	4	3.25
Programs/Activities	0.00% 0	0.00% 0	25.00% 1	75.00% 3	4	3.75
Funding	0.00% 0	0.00% 0	75.00% 3	25.00% 1	4	3.25
Experience Development, Enhancement	0.00% 0	0.00% 0	75.00% 3	25.00% 1	4	3.25
Interpretation	0.00% 0	50.00% 2	25.00% 1	25.00% 1	4	2.75

#	Other (please specify)	Date
	There are no responses.	

Q10 Name one activity/project that should be accomplished in the short term (6-12 months) to help grow Bellingham/ Whatcom County as a Cultural Heritage Tourism Destination.

Answered: 3 Skipped: 19

#	Responses	Date
1	Signage of historical sites	6/14/2017 3:01 PM
2	Guide to opportunities for Smartphones	6/9/2017 3:51 PM
3	art kiosks with information about key interest areas	6/9/2017 1:50 PM

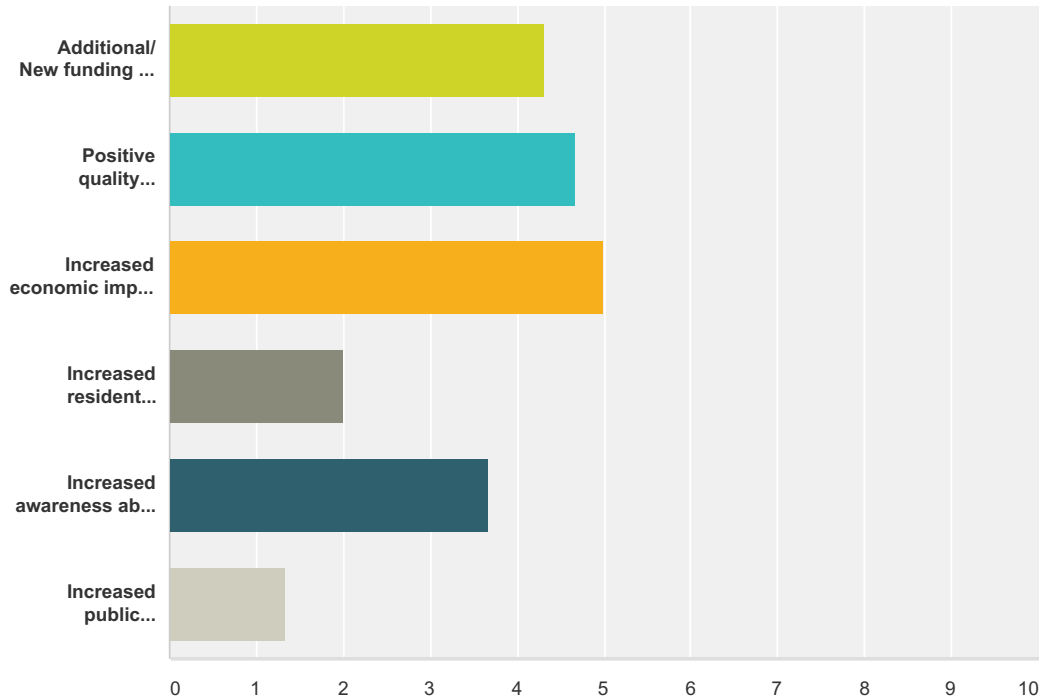
Q11 Looking ahead five years, please name a long range project to improve or expand Bellingham/ Whatcom County's Cultural Heritage Tourism.

Answered: 3 Skipped: 19

#	Responses	Date
1	attracting the Asian visitor	6/14/2017 3:01 PM
2	Support for entrepreneurial endeavors in programming	6/9/2017 3:51 PM
3	waterfront revitalize with historic reference and keeping downtown alive and thriving	6/9/2017 1:50 PM

Q12 Please rank, in order of priority, how the success of the Cultural Heritage Tourism plan and its implementation should be measured.

Answered: 3 Skipped: 19



	1	2	3	4	5	6	Total	Score
Additional/ New funding for cultural heritage tourism	0.00% 0	33.33% 1	66.67% 2	0.00% 0	0.00% 0	0.00% 0	3	4.33
Positive quality cultural heritage visitor experiences	33.33% 1	33.33% 1	0.00% 0	33.33% 1	0.00% 0	0.00% 0	3	4.67
Increased economic impact from cultural heritage tourism	66.67% 2	0.00% 0	0.00% 0	33.33% 1	0.00% 0	0.00% 0	3	5.00
Increased resident engagement in cultural heritage tourism activities, events, programs	0.00% 0	0.00% 0	0.00% 0	33.33% 1	33.33% 1	33.33% 1	3	2.00
Increased awareness about Bellingham/Whatcom County as a cultural heritage destination	0.00% 0	33.33% 1	33.33% 1	0.00% 0	33.33% 1	0.00% 0	3	3.67
Increased public recognition for the value of cultural heritage tourism	0.00% 0	0.00% 0	0.00% 0	0.00% 0	33.33% 1	66.67% 2	3	1.33

Q13 Please provide any additional comments or suggestions to help inform the Cultural Heritage Tourism Plan and the setting of goals, objectives and desired outcomes.

Answered: 2 Skipped: 20

#	Responses	Date
1	Cultural heritage will always be number two behind natural heritage here in Whatcom County. Emphasis should be placed on modern cultural entertainment (concerts, contemporary arts, PNW food and culture), not history or historic resources. And this comes from a historian and lover of the arts. Our historic cultural resources just aren't that great and never will be.	6/9/2017 3:51 PM
2	Include the bay history with conservation efforts and environmental awareness or lack and to mostly include the first nation and not just rich white historical mementos	6/9/2017 1:50 PM

Q14 Please list the names (plus affiliation, and email addresses or phone numbers, if available) of any individuals we should send this survey to for completion.

Answered: 0 Skipped: 22

Answer Choices	Responses
Name/contact info:	0.00% 0
Name/contact info:	0.00% 0
Name/contact info:	0.00% 0

#	Name/contact info:	Date
	There are no responses.	
#	Name/contact info:	Date
	There are no responses.	
#	Name/contact info:	Date
	There are no responses.	