


# Bus/Shuttle Customer at Mount Royal Parking Lot Survey

**Survey Objectives**

The objective is to create a snapshot of customers who use commercial bus/shuttle services that stop at the Mount Royal Public Bus Lot.  What do they do when disembarking, where did they come from and, if they drove to Banff, where did they park.

The snapshot of bus/shuttle users helps determine if increases in shuttle and commercial bus activity is inducing more vehicle parking and traffic pressure in the town.

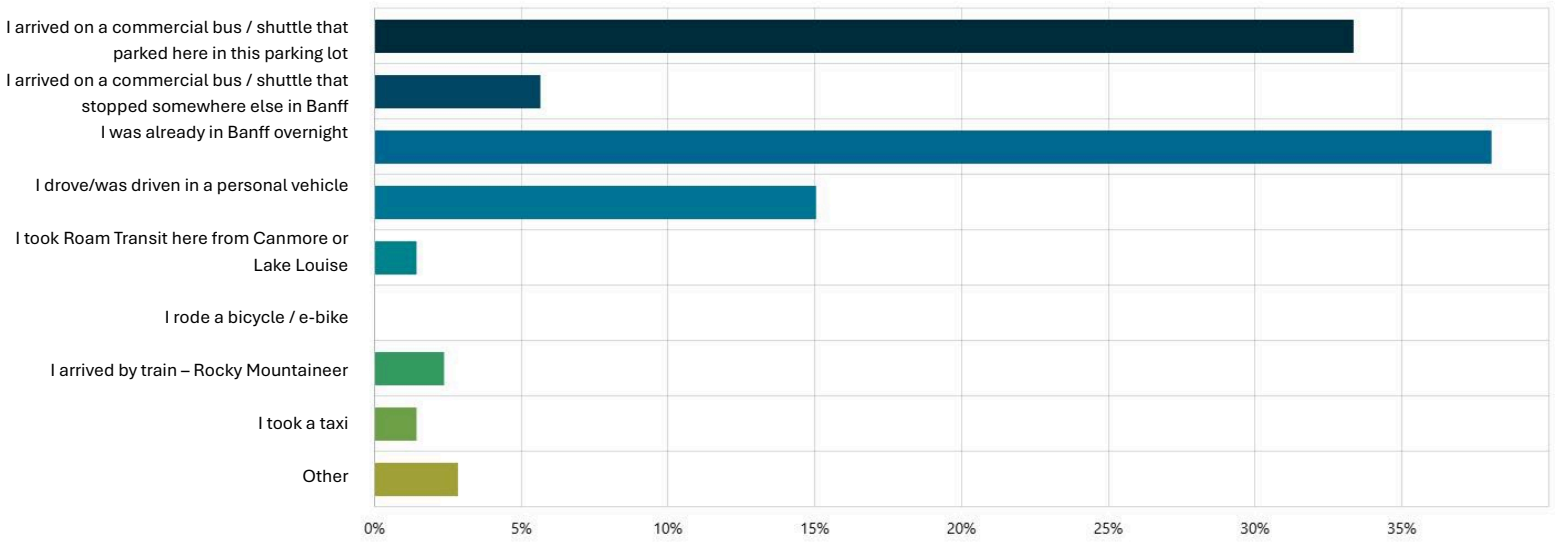
**Methodology**

Survey was deployed online at banffviewpoints.ca/busrider on August 16, 2026.

Between August 16 and October 2, 2026, visitor agents intercepted people who parked at the parking lot and provided them with a QR code to take a survey by their phone. Participants could alternatively use a provided iPad to complete the survey if they wanted to avoid using their own phone.

**213** complete surveys were collected.

## Question 1 **How did you get to BANFF today?**

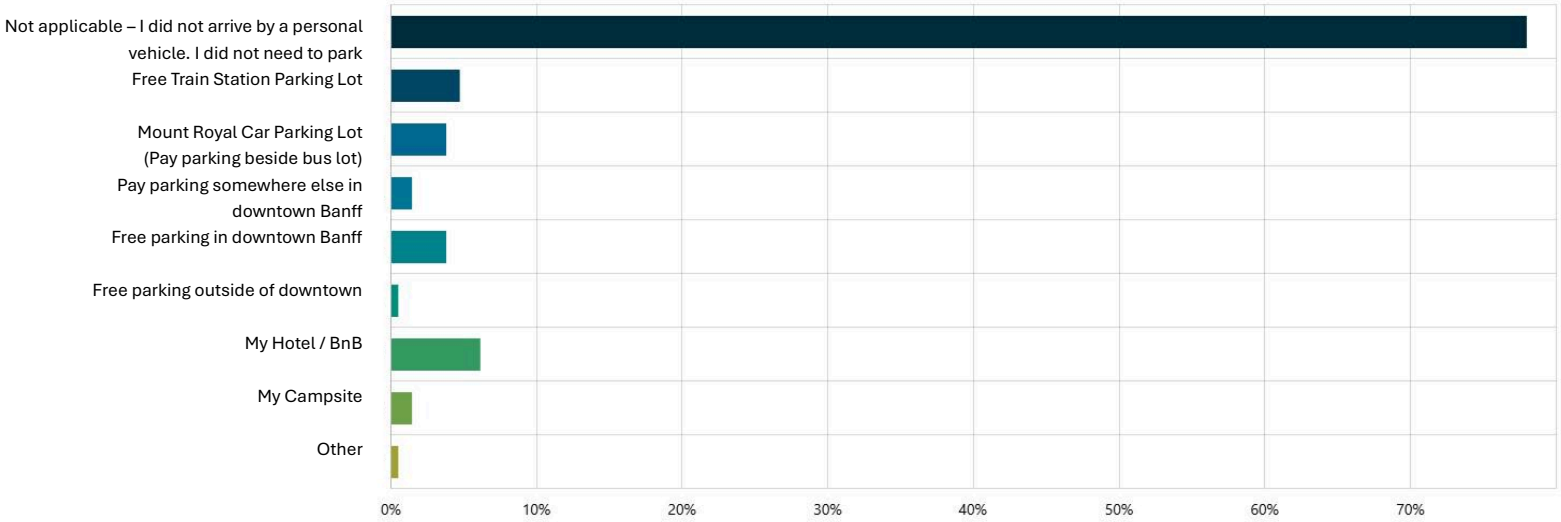



| Answer choices | Percent | Count |
|---|---|---|
| I arrived on a commercial bus / shuttle that parked here in this parking lot | 33.33% | 71 |
| I arrived on a commercial bus / shuttle that stopped somewhere else in Banff | 5.63% | 12 |
| I was already in Banff overnight | 38.03% | 81 |
| I drove/was driven in a personal vehicle | 15.02% | 32 |
| I took Roam Transit here from Canmore or Lake Louise | 1.41% | 3 |
| I rode a bicycle / e-bike | 0% | 0 |
| I arrived by train – Rocky Mountaineer | 2.35% | 5 |
| I took a taxi | 1.41% | 3 |
| Other | 2.82% | 6 |
| **Total** | **100.00%** | **213** |

Other:

- Discover Canada Tour
- Resident of Banff
- I live here
- Hotel shuttle
- I stay in banff
- Rental Car

Question 2 **If you arrived in Banff in a personal/private vehicle, where did you park in Banff before coming here?**




| Answer choices | Percent | Count |
|---|---|---|
| Not applicable – I did not arrive by a personal vehicle. I did not need to park | 77.93% | 166 |
| Free Train Station Parking Lot | 4.69% | 10 |
| Mount Royal Car Parking Lot (Pay parking beside bus lot) | 3.76% | 8 |
| Pay parking somewhere else in downtown Banff | 1.41% | 3 |
| Free parking in downtown Banff | 3.76% | 8 |
| Free parking outside of downtown | 0.47% | 1 |
| My Hotel / BnB | 6.10% | 13 |
| My Campsite | 1.41% | 3 |
| Other | 0.47% | 1 |
| **Total** | **100.00%** | **213** |

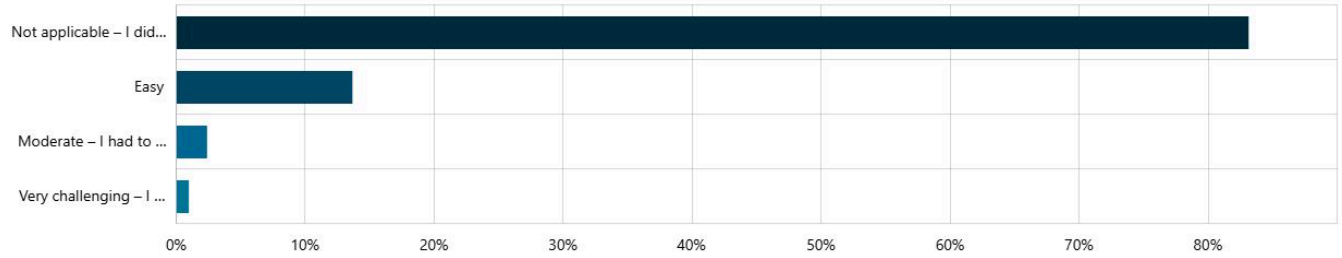
Other:

- Car rental drop off

Question 3 **If you drove to Banff today (or were driven in a personal vehicle), WHAT TIME did you park today, approximately?**

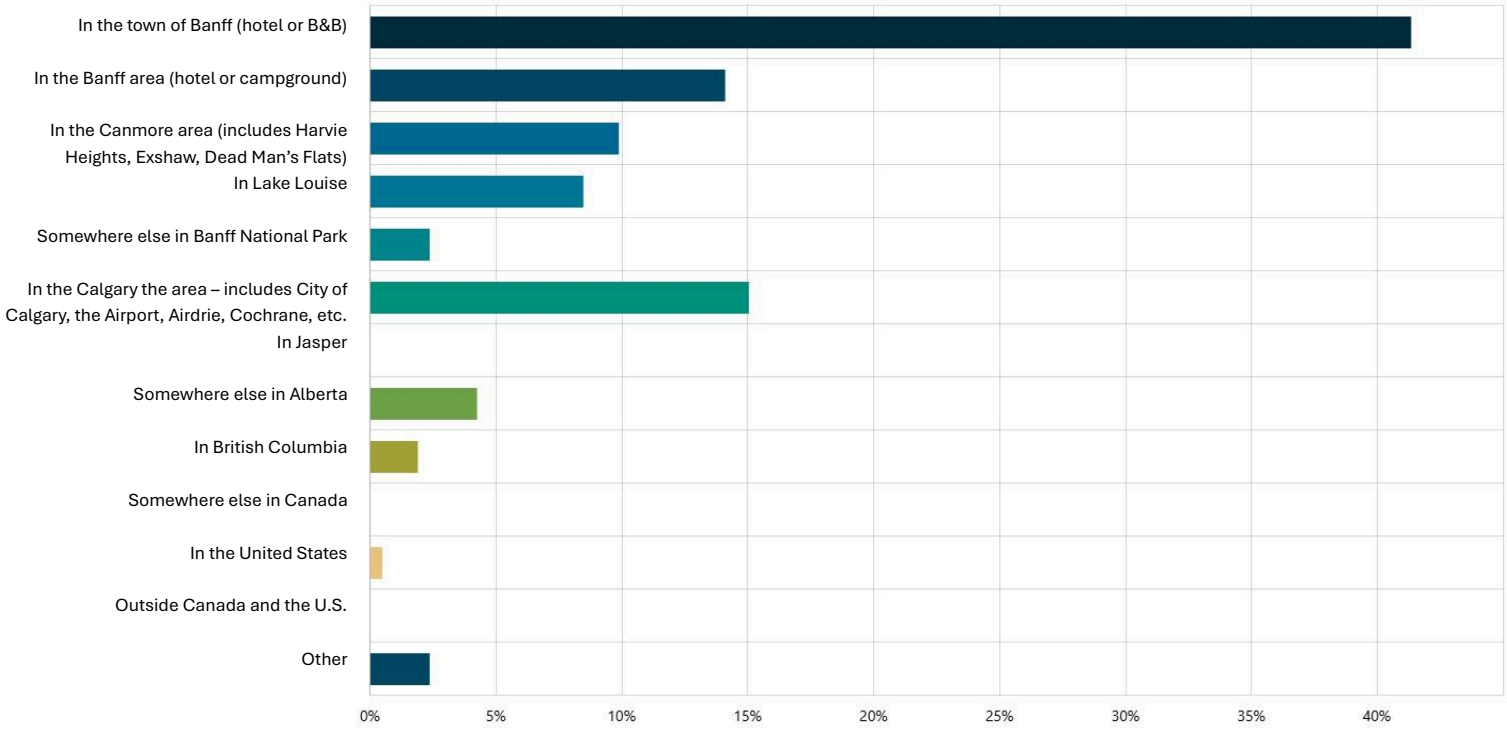
- 7:30
- 7:30
- 8
- 8:30
- 9
- 10:00
- 11:00
- 11:00
- 11:00
- 11:30
- 12:30
- 12:30
- 1
- 1
- 1:00
- 1:30
- 3:30
- 4:00

Question 4 **How easy was it to find parking today?**




| Answer choices | Percent | Count |
|---|---|---|
| Not applicable – I did not arrive by personal vehicle | 83.10% | 177 |
| Easy | 13.62% | 29 |
| Moderate – I had to drive around | 2.35% | 5 |
| Very challenging – I had to drive around a long time | 0.94% | 2 |
| **Total** | **100.00%** | **213** |

## Question 5 **Where did you START YOUR DAY this morning?**

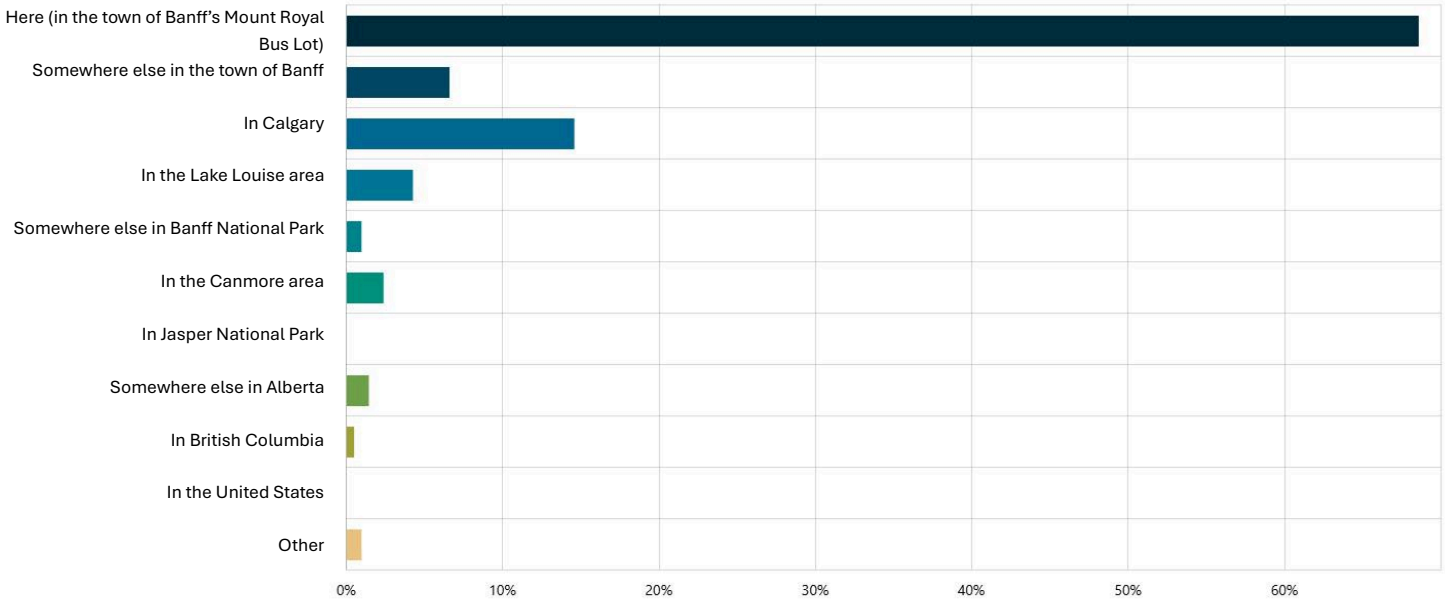



Other:

- I work in Banff I stay in my work accommodation
- Resident of Banff
- Live in Banff
- Sunshine village
- Live in Banff

| Answer choices | Percent | Count |
|---|---|---|
| In the town of Banff (hotel or B&B) | 41.31% | 88 |
| In the Banff area (hotel or campground) | 14.08% | 30 |
| In the Canmore area (includes Harvie Heights, Exshaw, Dead Man's Flats) | 9.86% | 21 |
| In Lake Louise | 8.45% | 18 |
| Somewhere else in Banff National Park | 2.35% | 5 |
| In the Calgary the area – includes City of Calgary, the Airport, Airdrie, Cochrane, etc. | 15.02% | 32 |
| In Jasper | 0% | 0 |
| Somewhere else in Alberta | 4.23% | 9 |
| In British Columbia | 1.88% | 4 |
| Somewhere else in Canada | 0% | 0 |
| In the United States | 0.47% | 1 |
| Outside Canada and the U.S. | 0% | 0 |
| Other | 2.35% | 5 |
| **Total** | **100.00%** | **213** |

Question 6 **Where is/was your STARTING PLACE for your bus / shuttle you are taking from here today? (Where did you first get on this bus/shuttle?)**

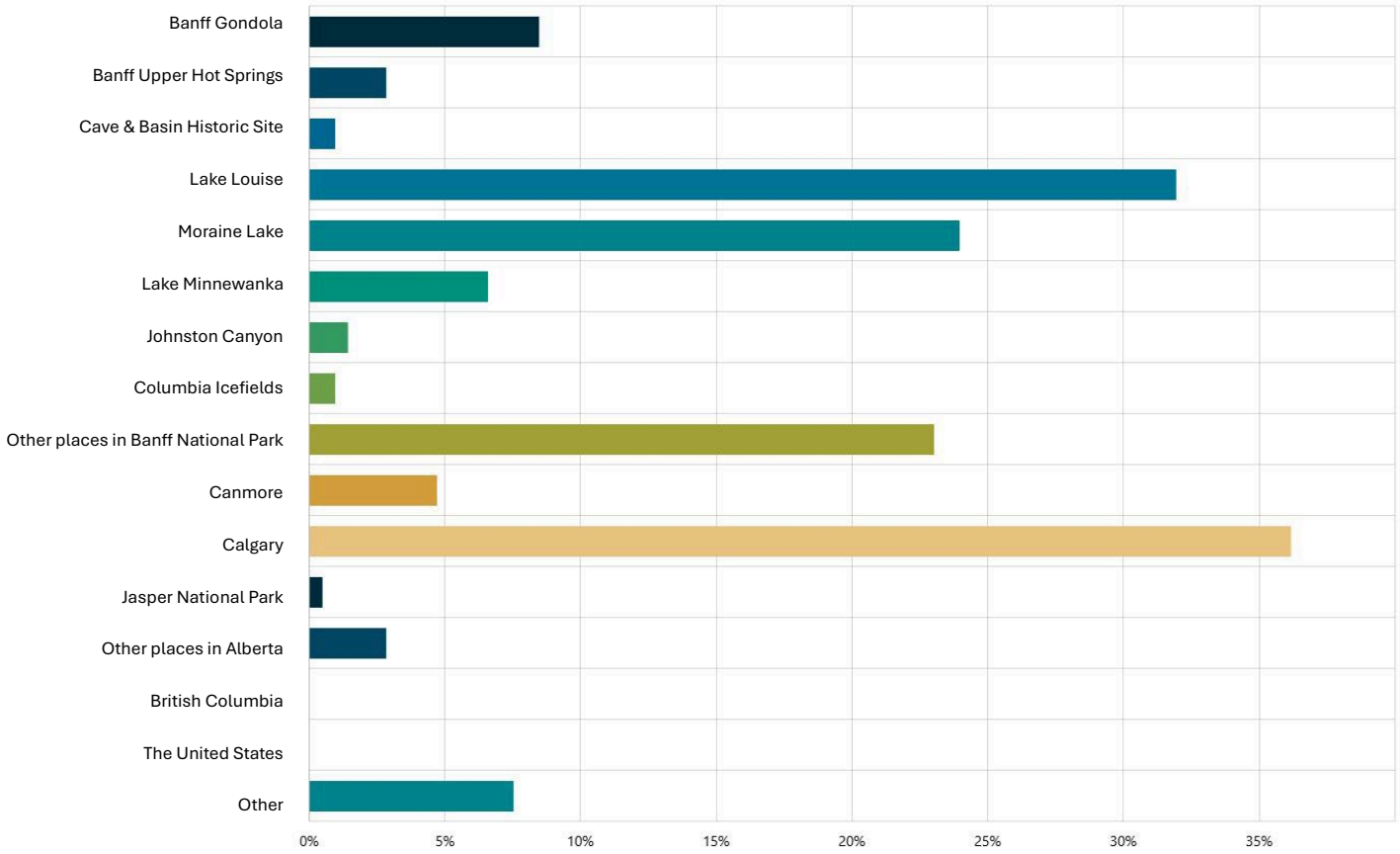


| Answer choices | Percent | Count |
|---|---|---|
| Here (in the town of Banff's Mount Royal Bus Lot) | 68.54% | 146 |
| Somewhere else in the town of Banff | 6.57% | 14 |
| In Calgary | 14.55% | 31 |
| In the Lake Louise area | 4.23% | 9 |
| Somewhere else in Banff National Park | 0.94% | 2 |
| In the Canmore area | 2.35% | 5 |
| In Jasper National Park | 0% | 0 |
| Somewhere else in Alberta | 1.41% | 3 |
| In British Columbia | 0.47% | 1 |
| In the United States | 0% | 0 |
| Other | 0.94% | 2 |
| **Total** | **100.00%** | **213** |

Other:

- At the Hotel
- Edmonton

Question 7 **Where did you go / where are you going TODAY on your bus/shuttle that stops here at the Mount Royal Lot? (check all that apply)**



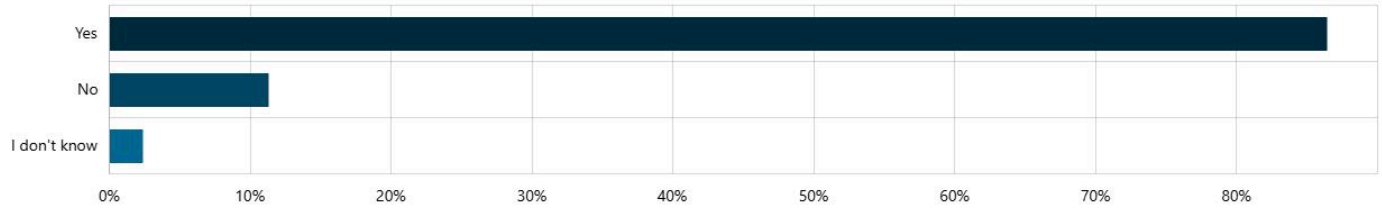

| Answer choices | Percent | Count |
|---|---|---|
| Banff Gondola | 8.45% | 18 |
| Banff Upper Hot Springs | 2.82% | 6 |
| Cave & Basin Historic Site | 0.94% | 2 |
| Lake Louise | 31.92% | 68 |
| Moraine Lake | 23.94% | 51 |
| Lake Minnewanka | 6.57% | 14 |
| Johnston Canyon | 1.41% | 3 |
| Columbia Icefields | 0.94% | 2 |
| Other places in Banff National Park | 23.00% | 49 |

| | | |
|---|---|---|
| Canmore | 4.69% | 10 |
| Calgary | 36.15% | 77 |
| Jasper National Park | 0.47% | 1 |
| Other places in Alberta | 2.82% | 6 |
| British Columbia | 0% | 0 |
| The United States | 0% | 0 |
| Other | 7.51% | 16 |

Other:

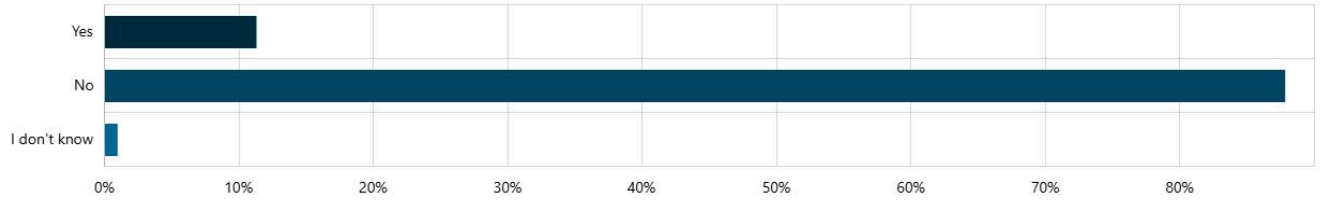
- Downtown to eat
- Banff town
- Town of Banff
- Mount cory
- Bow falls
- Banff town
- Tour of Banff
- Town of Banff
- Peyto lake
- Downtown Banff
- Banff town
- Town of Banff
- Norquay
- YYC airport
- Via Ferrata
- Downtown Banff

## Question 8 **Will you shop or eat in a town of Banff business today?**




| Answer choices | Percent | Count |
|---|---|---|
| Yes | 86.38% | 184 |
| No | 11.27% | 24 |
| I don't know | 2.35% | 5 |
| **Total** | **100.00%** | **213** |

Question 9 **Are you taking a walking tour downtown with your shuttle/bus group in Banff today?**




| Answer choices | Percent | Count |
|---|---|---|
| Yes | 11.27% | 24 |
| No | 87.79% | 187 |
| I don't know | 0.94% | 2 |
| **Total** | **100.00%** | **213** |

Question 10

**Do you have any comments or suggestions to make your experience here better?**

- Beautiful clean town
- Very beautiful town and kind people in Banff
- Fabulous location
- Easy spot to get a bus to airport, really like Banff
- Very organized and friendly town
- We love Banff
- Beautiful town
- Very clean lovely town
- No
- Transit system is good but why no Uber?
- Parking is horrible in this town
- Great place
- Great ice cream
- Nice place
- Enjoying the bus tour
- Lovely weather
- Loving the area
- Parking is terrible
- Enjoyed the roam transportation while staying in town
- Beautiful town
- Na
- Make it a little easier for bus drivers, maybe longer then 15 minutes
- No, beautiful town!
- Stunningly beautiful
- No
- Nope
- I wish more busses to Mount Tunnel hotel district and to the Gondola and lake louise to ease congestion
- My FlixBus from the airport to Mount Royal was very late, but my FlixBus going back to the airport was on time.
- More signage for incoming tour buses while waiting
- We loved it here great people food and beer
- More signage for public restrooms
- Very interesting town visiting more places tomorrow
- Shelters to wait in the rain
- Fantastic place to visit
- Easier access to morraine lake
- Just keep the rain away 😁
- Coming back to Banff
- More ac in the shuttle
- Nothing comes to mind
- Washrooms in parking lot
- Driver excellent full of local knowledge
- Signs that make it clear where smoking is allowed/prohibited
- No the bus ride was amazing and the driver was very nice and helped heaps with confusion of where I was haha
- Washrooms or porta potty's would be nice
- Experience was great
- Wonderful stunning and took lots of public transportation
- Banff town is awesome
- No
- Wonderful experience on the Roam City Bus
- No
- I recommend to stay 1~2night, means don't back to Calgary in that day
- None, it's great!
- No
- Mario with Rocky Mountain Touts was excellent