

# SASKATCHEWAN PROVINCIAL PARKS: 2008 CAMPER SURVEY



## SUMMARY OF RESULTS

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## **EXECUTIVE SUMMARY**

The purpose of this study was to obtain information to better understand and enhance campers' experience in Saskatchewan provincial parks. The focus of the study was non-seasonal campers at 18 provincial parks and one provincial recreation site (Emma Lake) during the 2008 camping season.

Three approaches were taken to invite provincial park campers to participate in this study: 1) In-park collection of email addresses using the campsite management system (Reservation Operating System); 2) Email addresses collected from the online Reserve-a-Site (RAS) system; and 3) Email addresses collected from the Park Visitor Feedback Form. Based on these three approaches, a total of 3,951 campers completed the online survey for a response rate of 53.3% (3,951 of 7,413). This report is based on these respondents.

The majority of respondents were Saskatchewan residents who were female, employed full-time, with a total household income of over \$70,000. The average age of respondents was 43 years. Respondents' households consisted of an average of two adults and one child.

On average, respondents visited one provincial park in the past 12 months, spending an average of 9 nights at one or more provincial parks. Respondents most commonly camped at Cypress Hills, Meadow Lake, Pike Lake, and Duck Mountain in **the past 12 months**.

Over half of respondents purchased an Annual Transferable Vehicle Entry Permit in the past 12 months, while a smaller proportion purchased 3-day, weekly, or daily vehicle entry permits. A large majority of respondents purchased daily or multiple daily camping permits, while a very small proportion of respondents purchased monthly camping permits. The majority of respondents agreed that camping permits and park entry permits are a good value.

A variety of information sources were used by respondents when planning a visit to a provincial park, with the Parks Service website, previous trip information, and Parks Service staff reported most frequently. The most helpful sources of information identified by respondents included previous trip information, family/friends/relatives, and the Saskatchewan Parks Guide.

The most commonly reported parks that respondents camped at **most recently** were Cypress Hills, Meadow Lake, and Moose Mountain. On average, respondents stayed 4 nights during their recent camping visit. A very small proportion of respondents reported staying over 21 nights during this camping visit. The most commonly reported outdoor recreation activities respondents participated in during this visit were campfire activities, swimming or beach activities, driving to view scenery or sightseeing, and day hiking.

Respondents most frequently reported staying at an electrified campsite, in either a travel-trailer or 5th wheel. One-quarter of respondents indicated that they did not stay in the type of campsite they preferred during their recent camping visit. Respondents most commonly reported that they would have preferred to stay in a full-service campsite or electrified campsite.

The majority of respondents indicated that the provincial park was the main destination for their trip. On average, respondents spent \$805 in Saskatchewan during their recent camping trip, with the largest proportion spent on vehicle operations.

Respondents most frequently booked their campsite using the online Reserve-a-Site (RAS) system. The majority of respondents who had used RAS were satisfied with each aspect of RAS, with the exception of the amount of time it takes to confirm a reservation. The majority of

respondents preferred to research a campground and make a reservation for a campsite using the internet, whereas the most preferred method of paying for a reservation was in person at the park.

The majority of respondents agreed that a tent, trailer, or motorhome should not be allowed to be left unoccupied at a campsite for several days at a time. The majority of respondents also agreed that reservation policies need to be strengthened to discourage multiple bookings and last minute cancellations. Over half of respondents supported the idea of a maximum length of stay for visitors camping at provincial parks. Of those who supported a maximum stay, on average, respondents reported 14 days as the maximum number of consecutive nights that visitors should be allowed to stay at a campsite.

Overall, a large majority of respondents (86.9%) were satisfied with their recent camping visit to a Saskatchewan provincial park. Generally, respondents' performance ratings of Provincial Park staff, information, safety/security, and facilities were quite high (i.e., over three-quarters of respondents rated items as good or excellent).

With the exception of bathrooms and roads to recreation sites, over three-quarters of respondents rated each of the items related to provincial park facilities as good or excellent. The presence of law enforcement officers was also rated slightly lower than the other safety/security items.

Respondents rated both the desirability and performance of several items related to camping facilities, potential park services, and natural, cultural and recreation opportunities. The natural, cultural, and recreation opportunities items with the highest desirability ratings included preservation of park ecosystems and natural resources, accurate trail maps, and sufficient number of non-motorized trails. These items also had the highest performance ratings among the natural, cultural and recreation items.

The three items related to potential park services with the highest desirability ratings were grocery and/or convenience goods store, availability of concession services, and golf course. These also had the highest performance ratings among the potential park services items.

None of the items related to potential park services or natural, cultural and recreation opportunities, had a negative gap between desirability and performance (i.e., where performance was lower than desirability).

The camping facility items with the highest desirability ratings included cleanliness of campground, sufficient size of campsite, and availability of firewood. The items with the highest performance ratings included clear directions to campsite, cleanliness of campground, and availability of firewood.

Notably, the camping facility items with the largest negative gap between desirability and performance (i.e., where performance was lower than desirability) were centred on the availability of specific types of campsites and the ability to book the type of campsite preferred by respondents.

The Ministry would like to extend its gratitude to the almost 4,000 campers who participated in this study. The findings from this study provide tremendous insights that will be used to improve policies, programs, and services at our provincial parks.

## SECTION 1: INTRODUCTION

The purpose of this study was to obtain information to better understand and enhance campers' experience in Saskatchewan provincial parks. The questionnaire for this study was developed collaboratively between the Evaluation Unit and Parks Service of the Ministry of Tourism, Parks, Culture and Sport. The questionnaire was based on a review of existing instruments and literature related to camping and visitation at parks. This included a review of previous studies related to Saskatchewan provincial parks, such as *A Report to Saskatchewan Provincial Parks regarding Visitation, Attractions and Impediments (2004)*. The questionnaire asked respondents about their recent camping experiences, their use and views of particular Saskatchewan provincial parks and Saskatchewan provincial parks in general.

There are 196 discrete parcels of land in the provincial park system, and services are provided to visitors on 150 of them. A wide variety of camping experiences are offered through the provincial park system.

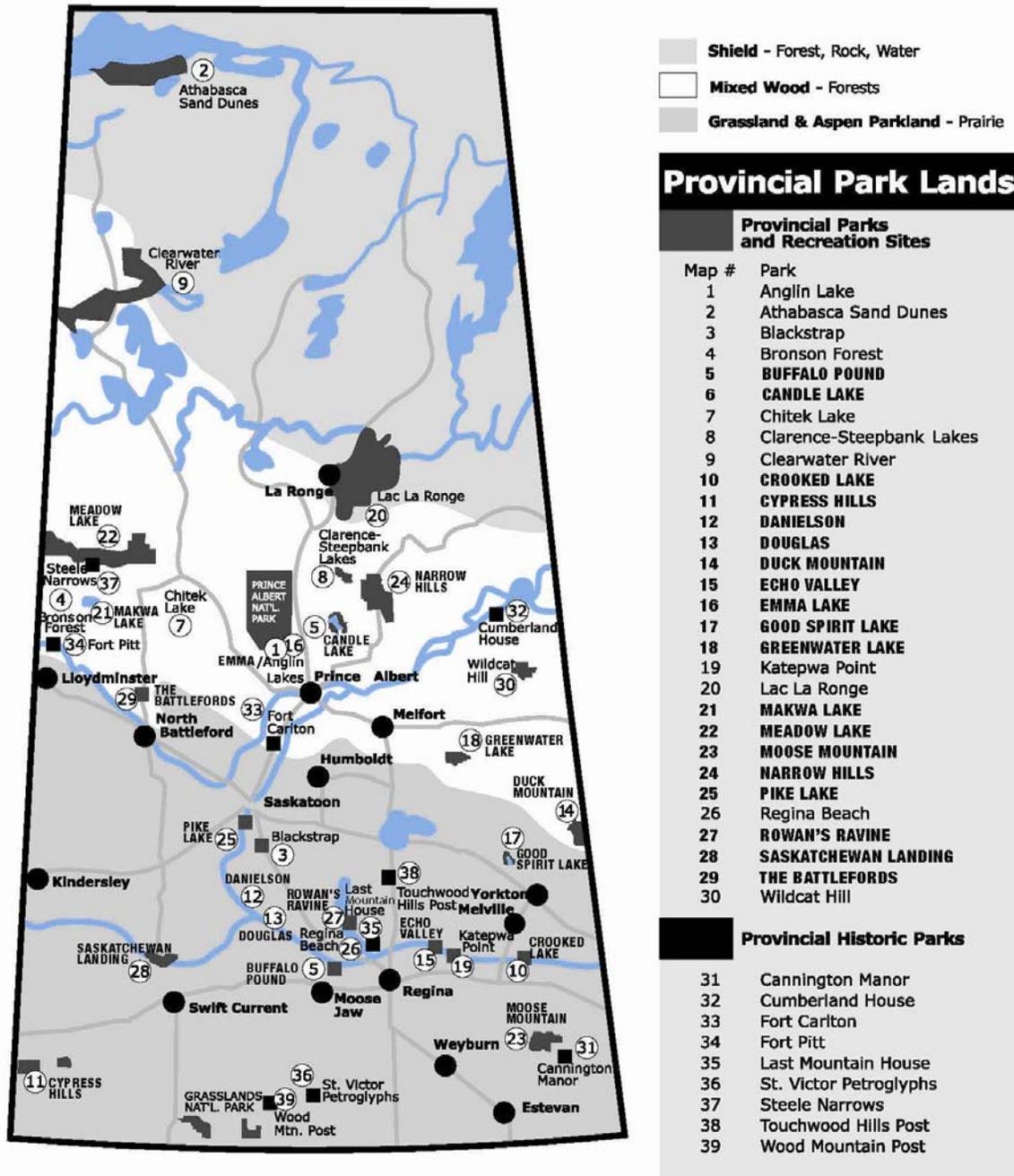
Camping statistics are recorded for 21 provincial parks and 14 provincial recreation sites. In 2008, there were 19 provincial parks and one provincial recreation site (Emma Lake) using the campsite management system (Reservation Operating System) to record camping statistics. It is estimated that over 90% of camping visitation occurs at these 20 locations.

For the remainder of this report, provincial parks and provincial recreation sites will be referred to collectively as provincial parks.

**Figure 1.1 – Saskatchewan Provincial Parks and Recreation Sites Using the Reservation Operating System**

|                  |                 |   |  |                 |
|------------------|-----------------|---|--|-----------------|
| Blackstrap       | Buffalo Pound   | Candle Lake<br>(Minowukaw &<br>Sandy Bay) | Crooked Lake   | Cypress Hills   |
| Danielson        | Douglas         | Duck Mountain                             | Echo Valley<br>(Upper & Lower)                                   | Emma Lake       |
| Good Spirit Lake | Greenwater Lake | Makwa Lake                                | Meadow Lake<br>(Greig, Kimball,<br>Murray Doell,<br>Sandy Beach) | Moose Mountain  |
| Narrow Hills     | Pike Lake       | Rowan's Ravine                            | Saskatchewan<br>Landing  | The Battlefords |

Figure 1.2 - Saskatchewan Provincial Parks Map



\*Parks and recreation sites that appear in the legend in bold text were included in this study.

## **SECTION 2: METHODOLOGY**

The focus of this study was non-seasonal campers at 19 of the 20 provincial parks that collected email addresses during the 2008 camping season, using the campsite management system (Reservation Operating System). Blackstrap was not included in this study because a separate study was conducted earlier in 2008 to obtain public input on a management plan for the park. A target for the camper study was to obtain approximately 200 completed surveys for each of the 19 provincial parks.

Three approaches were taken to invite provincial park campers to participate in this study: 1) In-park collection of email addresses using the campsite management system (Reservation Operating System); 2) Email addresses collected from the online Reserve-a-Site (RAS) system; and 3) Email addresses collected from the Park Visitor Feedback Form.

Based on a combination of the three approaches, a total of 8,493 campers were emailed an invitation to participate in the online Saskatchewan Provincial Parks Camper Survey. Of those, 1,080 email addresses were undeliverable or bad addresses, resulting in a total of 7,413 useable email addresses.

A total of 3,951 campers completed the online survey for a response rate of 53.3% (3,951 of 7,413). This report is based on these respondents.

### **1. In-Park Collection of Email Addresses Using ROS**

The Reservation Operating System (ROS) is a computer program used by Saskatchewan provincial parks for booking campsite reservations and collecting camping statistics.

From June 1, 2008 until the end of August, campers were asked to participate in an online survey by providing their email address when checking into a Saskatchewan provincial park<sup>1</sup>. Using ROS to track these individuals, the email addresses were submitted to the Parks Service from each park in two waves: 1) June 1 – July 20, 2008; and 2) July 21 until the end of August. The Evaluation Unit aggregated all of the emails collected in ROS and removed any duplicate emails. As a result of this process a total of 5,200 campers were sent an email invitation to participate in the online survey. Non-respondents were sent up to two additional emails (reminders) to encourage them to participate. Email invitations and reminders all had an embedded link for campers to access the online survey.

### **2. Email Addresses from the Online RAS System**

The Reserve-a-Site (RAS) program was used by campers to guarantee a provincial park campsite in advance for a specific date. The RAS program was used by campers to reserve a campsite via email, phone, mail, fax or in-person.

Because only 5 of the 19 parks had collected a sufficient number of email addresses in ROS to meet the target of this study (approximately 200 completed surveys for each park), a decision was made to use camper email addresses that were collected during the online reservation process (RAS). Approval from Parks Service was given to use these email addresses to send campers an invitation to participate in the online camper survey. The number of email addresses collected from RAS for each park varied from 29 emails to 496 emails (total 8,417 email addresses).

After removing duplicate emails, an additional 2,772 individuals were sent an email invitation to

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<sup>1</sup> June 1, 2008 was selected as the beginning date in order to limit participation in this study from campers with designated seasonal campsites, as the intent of this study was to survey non-seasonal campers.

participate in the online camper survey on September 11, 2008. Non-respondents were sent up to two additional emails (reminders) to encourage them to participate.

### **3. Email Addresses from the Park Visitor Feedback Form**

In 2008, a form was created for provincial park visitors to provide feedback on their park experience. Visitors had the option of completing the Park Visitor Feedback Form either on paper (provided at the entry gate of every provincial park) or online (a link was provided on the Parks Service website). As of October 1, 2008, a total of 1,081 visitor feedback forms were completed and returned. Individuals who were interested in participating in the 2008 online provincial camper survey were asked to provide their email address. A total of 678 individuals indicated that they wanted to participate in the camper survey, by providing their email address. Duplicate emails and individuals who had already been invited to participate in the camper survey using either of the previous two methods (ROS and RAS) were excluded. As a result, an additional 521 individuals were sent an email invitation to participate in the online camper survey (on October 1, 2008). Again, non-respondents were sent up to two additional emails (reminders) to encourage them to participate.

### **Analysis**

The Evaluation Unit of the Ministry of Tourism, Parks, Culture and Sport was responsible for the administration and analysis of the Saskatchewan Provincial Parks Camper Survey. All identifiers were removed immediately to protect the privacy of survey respondents.

Sample weights were adjusted to reflect the actual number of campsite bookings for each of the 19 provincial parks targeted in this study, based on 2008 ROS data. This weighting adjusted for the disproportional inclusion of respondents based on the provincial park they camped at most recently.

**Table 2.1 – Number of Respondents by Park**

|                      | <b>Number of Respondents</b> | <b>Weighted Number of Respondents</b> |
|----------------------|------------------------------|---------------------------------------|
| Pike Lake            | 327                          | 263                                   |
| Cypress Hills        | 279                          | 619                                   |
| Duck Mountain        | 271                          | 233                                   |
| Greenwater Lake      | 268                          | 188                                   |
| Rowan's Ravine       | 250                          | 158                                   |
| Meadow Lake          | 249                          | 350                                   |
| Good Spirit Lake     | 244                          | 176                                   |
| Saskatchewan Landing | 239                          | 215                                   |
| Buffalo Pound        | 238                          | 217                                   |
| Emma Lake            | 226                          | 123                                   |
| Candle Lake          | 223                          | 189                                   |
| Douglas              | 222                          | 162                                   |
| Moose Mountain       | 212                          | 271                                   |
| Makwa Lake           | 193                          | 132                                   |
| Echo Valley          | 160                          | 213                                   |
| The Battlefords      | 187                          | 254                                   |
| Danielson            | 80                           | 63                                    |
| Narrow Hills         | 53                           | 78                                    |
| Crooked Lake         | 30                           | 46                                    |
| <b>TOTAL</b>         | <b>3,951</b>                 | <b>3,951</b>                          |

### SECTION 3: DEMOGRAPHICS

#### **Gender**

The majority of respondents (55.3%) were female.

#### **Age**

On average (median<sup>2</sup>), respondents were 43 years of age (Mean<sup>3</sup>: 44 years; Range: 16 to 86 years).

#### **Aboriginal Status**

A very small proportion of respondents (2.8%) were aboriginal (First Nations, Métis or Inuit).

#### **Household Size**

On average (median), respondents reported that there were 2 adults and 1 child (18 years of age or younger) living in their household (Mean: 2 adults; 1 child; Range: 1 to 7 adults, 0 to 12 children). The majority of respondents (62.2%) indicated that they had a child living in their household.

#### **Disability**

A small proportion of respondents indicated that someone in their household (8.1%) had a physical or mental condition that limits the amount or kind of activity they can perform.

#### **Employment Status**

Respondents were asked to indicate the category that best describes their employment status in the past year. The majority of respondents (67.6%) were employed full-time. Respondents also had the option of providing an open-ended response. A very small proportion of respondents (4.6%) identified 'other' for their employment status, which commonly included farmer, business owner/self-employed, and maternity leave.

**Table 3.1 – Employment Status**

|                    | <b>Percent of Respondents</b> |
|--------------------|-------------------------------|
| Employed Full-Time | 67.6%                         |
| Employed Part-Time | 10.1%                         |
| Retired            | 8.0%                          |
| Homemaker          | 6.9%                          |
| Other              | 4.6%                          |
| Full-Time Student  | 2.3%                          |
| Part-Time Student  | 0.3%                          |
| Unemployed         | 0.2%                          |

<sup>2</sup> Median – the middle number in a given sequence of numbers, or the point below which 50% of the scores/responses fall.

<sup>3</sup> Mean – the mathematical average of the scores/responses.

**Household Income**

The majority of respondents (66.1%) had a total household income of over \$70,000.

**Table 3.2 – Household Income**

|                        | <b>Percent of Respondents</b> |
|------------------------|-------------------------------|
| \$30,000 or less       | 4.5%                          |
| \$30,001 to \$50,000   | 12.7%                         |
| \$50,001 to \$70,000   | 16.7%                         |
| \$70,001 to \$90,000   | 19.8%                         |
| \$90,001 to \$110,000  | 16.6%                         |
| \$110,001 to \$130,000 | 12.1%                         |
| \$130,001 to \$150,000 | 7.7%                          |
| Over \$150,000         | 9.9%                          |

**Province of Residence**

Three-quarters of respondents (75.6%) lived in Saskatchewan, while one-quarter of respondents (24.4%) lived outside of Saskatchewan.

**Table 3.3 – Province of Residence**

|                          | <b>Percent of Respondents</b> |
|--------------------------|-------------------------------|
| Saskatchewan             | 75.6%                         |
| Alberta                  | 19.9%                         |
| Manitoba                 | 2.6%                          |
| Other Canadian Provinces | 1.6%                          |
| Outside Canada           | 0.2%                          |

**Community Size**

Almost half of respondents (45.4%) lived in a community with a population of over 50,000 people.

**Table 3.4 – Community Size**

|                          | <b>Percent of Respondents</b> |
|--------------------------|-------------------------------|
| Farm or Acreage          | 14.8%                         |
| Up to 500 people         | 4.6%                          |
| 500 and 1,999 people     | 8.0%                          |
| 2,000 and 4,999 people   | 6.6%                          |
| 5,000 and 9,999 people   | 4.9%                          |
| 10,000 and 29,999 people | 9.9%                          |
| 30,000 and 49,999 people | 5.8%                          |
| 50,000 people or more    | 45.4%                         |

**SECTION 4: OVERALL USE OF SASKATCHEWAN PROVINCIAL PARKS*****Saskatchewan Provincial Parks Camped at in Past 12 Months***

Respondents were asked to indicate all of the provincial parks they camped at in the past 12 months. On average (median), respondents camped at 1 provincial park in the past 12 months (Mean: 2 parks; Range 1 to 11 parks). The most commonly reported parks that respondents camped at in the past 12 months were: 1) Cypress Hills (21.1%); 2) Meadow Lake (11.8%); and 3) Pike Lake (11.3%).

On average (median), respondents spent 9 nights at Saskatchewan provincial parks overall in the past 12 months (Mean: 14 nights; Range: 1 to 150 nights).

**Table 4.1 - Saskatchewan Provincial Parks Camped at in Past 12 months**

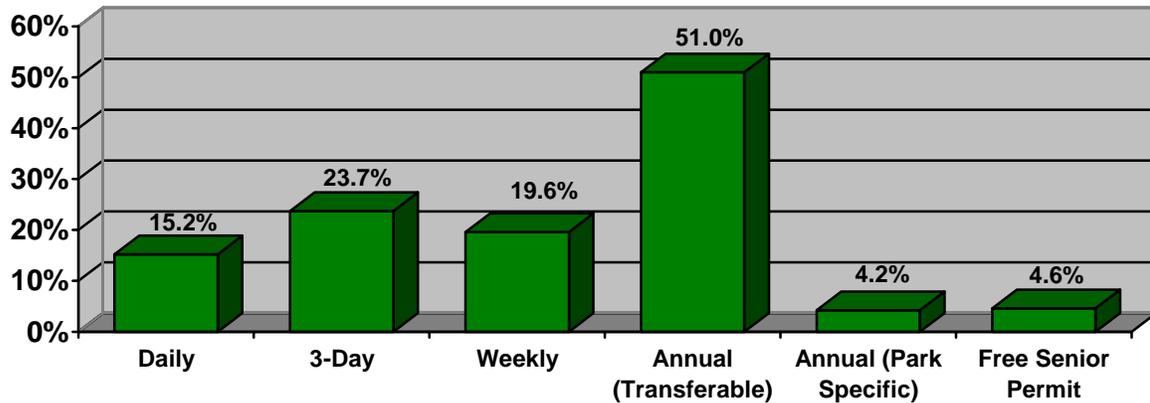
|                      | <b>Percent of Respondents</b> |
|----------------------|-------------------------------|
| Cypress Hills        | 21.1%                         |
| Meadow Lake          | 11.8%                         |
| Pike Lake            | 11.3%                         |
| Duck Mountain        | 10.8%                         |
| Moose Mountain       | 10.5%                         |
| Echo Valley          | 10.5%                         |
| The Battlefords      | 10.4%                         |
| Buffalo Pound        | 10.4%                         |
| Saskatchewan Landing | 10.4%                         |
| Greenwater Lake      | 10.3%                         |
| Good Spirit Lake     | 10.1%                         |
| Rowan's Ravine       | 8.7%                          |
| Douglas              | 8.6%                          |
| Candle Lake          | 7.4%                          |
| Emma Lake            | 5.4%                          |
| Makwa Lake           | 4.9%                          |
| Danielson            | 3.2%                          |
| Crooked Lake         | 2.6%                          |
| Narrow Hills         | 2.5%                          |

*\*Only parks from the 19 ROS locations were included.*

**Vehicle Entry Permits Purchased in Past 12 Months**

Respondents were asked to select all of the vehicle entry permits they have purchased in the past 12 months. The majority of respondents (51.0%) indicated that they purchased an Annual Transferable Vehicle Entry Permit for Saskatchewan provincial parks in the past 12 months.

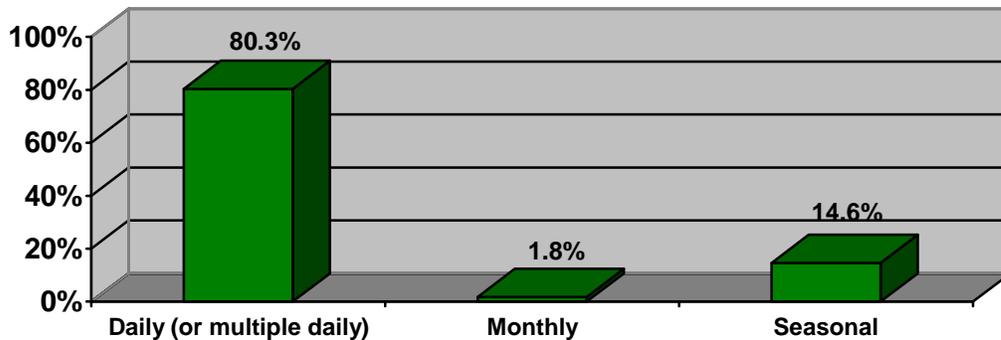
**Figure 4.1 – Vehicle Entry Permits Purchased in Past 12 Months**



**Camping Permits Purchased in Past 12 Months**

Respondents were asked to select all of the camping permits they have purchased in the past 12 months. Over three-quarters of respondents (80.3%) indicated that they purchased a daily or multiple daily camping permits in the past 12 months.

**Figure 4.2 – Camping Permits Purchased in Past 12 Months**



**Seasonal Campsites**

The majority of respondents (89.8%) did not apply for a seasonal campsite during the 2008 camping season. A very small proportion of respondents applied for a seasonal campsite at one (8.0%) or two or more provincial parks (2.2%).

Of those respondents who applied for a seasonal campsite (10.2%; n=404), the majority (75.8%) indicated that they did not end up purchasing a seasonal campsite for the 2008 camping season (Name was not drawn: 55.5%; Couldn't get preferred site: 20.3%). One-quarter (24.3%) of those respondents who applied for a seasonal campsite, indicated that they purchased a seasonal campsite for the 2008 camping season (Preferred site: 17.2%; Not preferred site: 7.1%).

Over half of respondents indicated that they might (35.1%) or plan to (17.6%) apply for a seasonal campsite in the future.

**Information Sources Used**

The three most commonly used information sources identified by respondents when planning a visit to a provincial park were: 1) Parks Service website (82.4%); 2) Previous trip information (71.8%); and 3) Parks Service staff (71.1%). A very small proportion of respondents (6.7%) also indicated that they used 'other' information sources, which commonly included maps and other books.

Respondents were also asked to rate the helpfulness (four-point scale from 1-Not at all Helpful to 4-Extremely Helpful) of each information source they used when planning a visit to provincial parks. The three information sources rated as most helpful (fairly or extremely helpful) by respondents included: 1) Previous trip information (96.4%); 2) Family, friends or relatives (95.1%); and 3) Saskatchewan Parks Guide (93.4%).

**Table 4.2 – Information Sources Used When Planning a Visit to Saskatchewan Provincial Parks**

|   | <b>Used Source<br/>(% Yes)</b> | <b>Helpfulness<br/>(% Fairly/Extremely<br/>Helpful)</b> |
|---|--------------------------------|---|
| Parks Service Website                   | 82.4% (1)                      | 89.0% (5)   |
| Previous Trip Information               | 71.8% (2)                      | 96.4% (1)   |
| Parks Service Staff                     | 71.1% (3)                      | 91.9% (4)   |
| Saskatchewan Parks Guide                | 67.3% (4)                      | 93.4% (3)   |
| Family, Friends or Relatives            | 66.9% (5)                      | 95.1% (2)   |
| Tourism Saskatchewan Website            | 49.9% (6)                      | 85.0% (7)   |
| Parks Service Toll-Free Phone Number    | 45.0% (7)                      | 81.2% (9)   |
| Other Parks Service Brochures or Flyers | 39.9% (8)                      | 84.5% (8)   |
| Tourism Saskatchewan Visitors Guide     | 36.8% (9)                      | 85.2% (6)   |
| Direct Mail from Parks Service          | 17.9% (10)                     | 71.6% (11)  |
| Other Websites                          | 16.8% (11)                     | 64.0% (12)  |
| Local Visitor Information Centre(s)     | 16.0% (12)                     | 72.5% (10)  |
| Roadside Displays, Signs or Billboards  | 11.3% (13)                     | 58.7% (13)  |
| Saskatchewan Parks Travel Shows         | 7.8% (14)                      | 52.9% (14)  |
| Magazine(s)                             | 7.7% (15)                      | 52.0% (15)  |
| Other                                   | 6.7% (16)                      | 36.6% (17)  |
| Local Business(es)                      | 4.8% (17)                      | 41.4% (16)  |
| Newspaper(s)                            | 4.1% (18)                      | 33.5% (20)  |
| Radio                                   | 4.0% (19)                      | 34.1% (19)  |
| Travel Agent or Club                    | 3.7% (20)                      | 35.9% (18)  |
| TV                                      | 3.6% (21)                      | 32.8% (21)  |

*\*Numbers in parentheses ( ) represent a ranking.*

**SECTION 5: RECENT CAMPING VISIT AT A SASKATCHEWAN PROVINCIAL PARK*****Saskatchewan Provincial Park Camped at Most Recently***

The most commonly reported provincial parks that respondents camped at most recently were: 1) Cypress Hills (15.7%); 2) Meadow Lake (8.9%); and 3) Moose Mountain (6.9%).

**Table 5.1 – Saskatchewan Provincial Park Camped at Most Recently**

|                      | <b>Percent of Respondents</b> |
|----------------------|-------------------------------|
| Cypress Hills        | 15.7%                         |
| Meadow Lake          | 8.9%                          |
| Moose Mountain       | 6.9%                          |
| Pike Lake            | 6.7%                          |
| The Battlefords      | 6.4%                          |
| Duck Mountain        | 5.9%                          |
| Buffalo Pound        | 5.5%                          |
| Saskatchewan Landing | 5.4%                          |
| Echo Valley          | 5.4%                          |
| Candle Lake          | 4.8%                          |
| Greenwater Lake      | 4.8%                          |
| Good Spirit Lake     | 4.4%                          |
| Douglas              | 4.1%                          |
| Rowan's Ravine       | 4.0%                          |
| Makwa Lake           | 3.3%                          |
| Emma Lake            | 3.1%                          |
| Narrow Hills         | 2.0%                          |
| Danielson            | 1.6%                          |
| Crooked Lake         | 1.2%                          |

*\*Only parks from the 19 ROS locations were included.*

***Group Size***

The average (median) group size reported by respondents for their recent camping visit to a Saskatchewan provincial park was 4 people (Mean: 7 people; Range: 1 to 129 people).

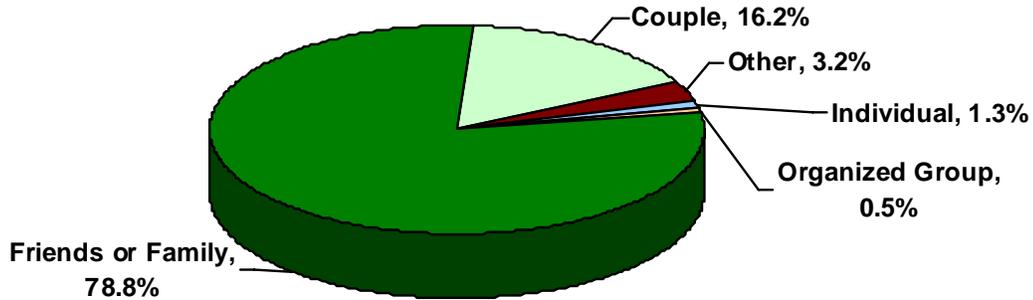
***Persons with Disability in Group***

A small proportion of respondents indicated that someone in their camping party (9.7%) had a physical or mental condition that limits the amount or kind of activity they can perform.

**Type of Group**

The majority of respondents (78.8%) indicated that their group was made up of friends or family. A very small proportion of respondents (3.2%) indicated 'other' types of groups, which commonly included family reunion and multiple groups of friends/family.

**Figure 5.1 – Type of Group during Recent Camping Visit**



**Number of Nights Stayed**

On average (median), respondents reported staying 4 nights at the provincial park during their recent camping visit (Mean: 8 nights; Range: 1 to 150 nights). A small proportion of respondents (6.6%) indicated that they stayed over 21 nights at the provincial park during their recent camping visit.

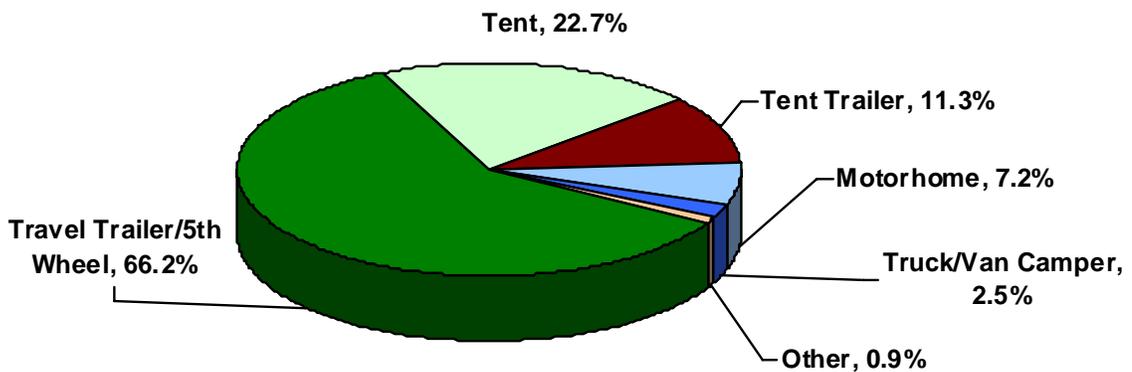
**Future Visits to Saskatchewan Provincial Parks**

The majority of respondents (84.1%) indicated that they plan to visit this same park in the next 12 months. Of those respondents who plan to visit, on average (median) they plan to spend 10 days at this park in the next 12 months (Mean: 15 days; Range: 1 to 150 days).

**Type of Camping Shelter Used**

Respondents were asked to select all of the types of camping shelter they used during their recent camping visit. The majority of respondents (66.2%) indicated that they used a travel trailer or 5<sup>th</sup> wheel during their recent camping visit to a provincial park. A very small proportion of respondents (0.9%) indicated that they used 'other' types of camping shelters, which commonly included cabin rental.

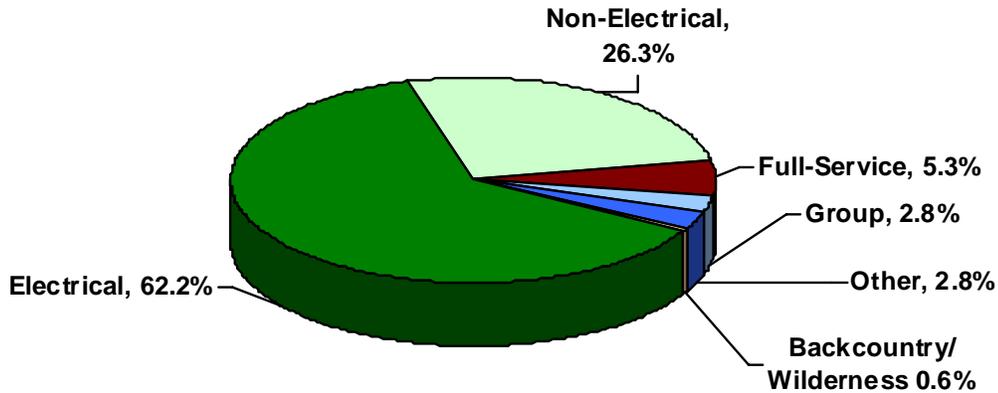
**Figure 5.2 – Type of Camping Shelter Used During Recent Camping Visit**



**Type of Campsite**

A large majority of respondents (92.4%) indicated that their campground had a service centre or washroom facility during their recent camping visit to a provincial park. The majority of respondents (62.2%) also reported staying in an electrical campsite. A very small proportion of respondents (2.8%) identified other types of campsites, which commonly included overflow campsites and cabins.

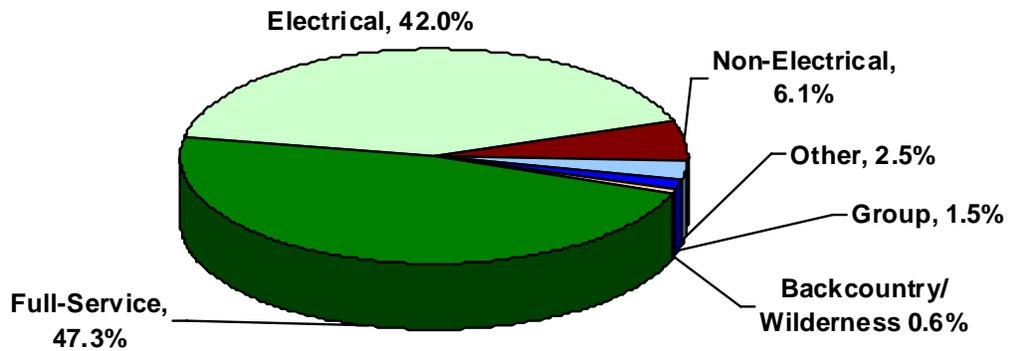
**Figure 5.3 – Type of Campsite Used during Recent Camping Visit**



**Preferred Type of Campsite**

The majority of respondents (75.2%) indicated that they stayed in the type of campsite they preferred during their recent camping visit. Of those who did not stay in their preferred campsite, the most commonly reported types of campsites preferred by respondents were full-service campsite (47.3%) and electrical campsite (42.0%). A very small proportion of respondents (2.5%) reported 'other' preferred sites, which commonly included electrical sites with water and no sewer.

**Figure 5.4 – Preferred Type of Campsite**



**Participation in Outdoor Recreation**

Respondents were asked to identify the outdoor recreation activities they participated in during their recent camping visit to a provincial park. The most commonly reported activities were: 1) Campfire activities (83.0%); 2) Swimming/beach activities (73.7%); and 3) Driving to view scenery/sightseeing (49.2%). A small proportion of respondents (7.2%) also identified 'other' activities, which commonly included walking, miniature golf, and water sliding.

**Table 5.2 – Participation in Outdoor Recreation Activities during Recent Camping Visit**

|  | Percent of Respondents |
|--|------------------------|
| Campfire Activities  | 83.0%                  |
| Swimming/Beach Activities                                    | 73.7%                  |
| Driving to View Scenery/Sightseeing                          | 49.2%                  |
| Day Hiking   | 40.6%                  |
| Fishing  | 35.1%                  |
| Motorized Boating  | 31.0%                  |
| Picnicking   | 30.9%                  |
| Golf   | 30.6%                  |
| Biking on Groomed Trails                                     | 29.6%                  |
| Nature Photography   | 22.8%                  |
| Waterskiing, Tubing, or Wakeboarding                         | 22.3%                  |
| Learning about Nature (e.g., bird watching/viewing wildlife) | 15.8%                  |
| Cultural or Historical Visit                                 | 12.1%                  |
| Non-Motorized Boating  | 10.5%                  |
| Other  | 7.2%                   |
| Horseback Riding   | 6.1%                   |
| Spiritual/Restorative  | 5.7%                   |
| Guided Tour(s)   | 2.6%                   |
| Backpacking (e.g., overnight hiking)                         | 1.6%                   |
| 4-Wheeling/ATVing/Dirt Biking                                | 1.5%                   |
| Extreme Mountain Biking                                      | 1.3%                   |

**Primary Reason for Visiting Saskatchewan Provincial Parks**

Respondents were asked to identify the activity that was their primary reason for visiting the provincial park during their recent camping visit. The most commonly reported activities included: 1) Camping (43.6%); 2) Other (15.6%); and 3) Swimming/beach activities (13.6%). ‘Other’ responses commonly included spending time with friends/family and to get away/relax.

**Table 5.3 – Primary Reason for Visiting the Provincial Park during Recent Visit**

|                           | Percent of Respondents |
|---------------------------|------------------------|
| Camping                   | 43.6%                  |
| Other                     | 15.6%                  |
| Swimming/Beach Activities | 13.6%                  |
| Fishing                   | 5.8%                   |
| Campfire Activities       | 5.4%                   |
| Motorized Boating         | 5.3%                   |
| Spiritual/Restorative     | 3.0%                   |
| Golf                      | 2.7%                   |

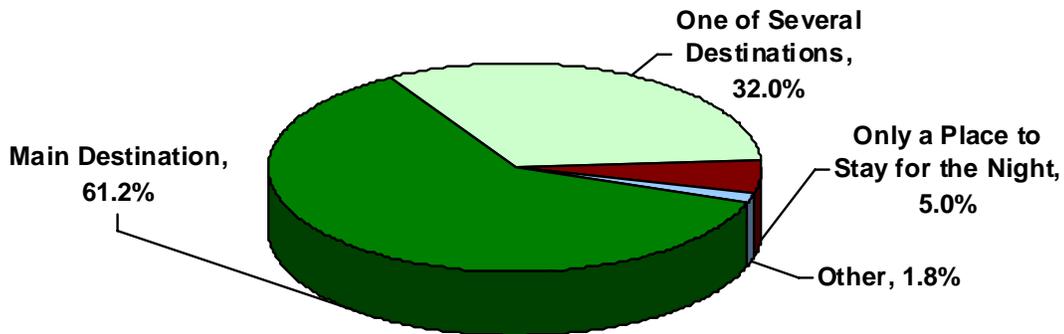
*\*Activities with values of less than 2.0% were excluded.*

**Origin and Destination of Trip**

Less than one-quarter of respondents (19.5%) began their trip to a provincial park from outside of Saskatchewan. On average (median), these respondents spent 8 days away from home on their entire trip, which included their visit to the provincial park (Mean: 11 days). The majority of these respondents (61.2%) also indicated that the provincial park was the main destination for their trip. A very small proportion of respondents (1.8%) indicated ‘other’ reasons for their trip to the park, which commonly included the park as an alternate or secondary destination.

Of those who began their trip in Saskatchewan (80.5%), on average (median) they traveled 180 kilometres to the provincial park (Mean: 218km; Range: 2km to 1100km).

**Figure 5.5 – Main Destination for Trip**



**SECTION 6: EXPENDITURES DURING RECENT TRIP**

On average (mean), respondents spent \$805 in Saskatchewan during their recent camping trip to the provincial park. This included all expenses associated with their trip to the provincial park before, during and after the visit. Overall, respondents who began their trip from outside of Saskatchewan (\$855) spent more money on average (mean) than respondents who began their trip in Saskatchewan (\$793).

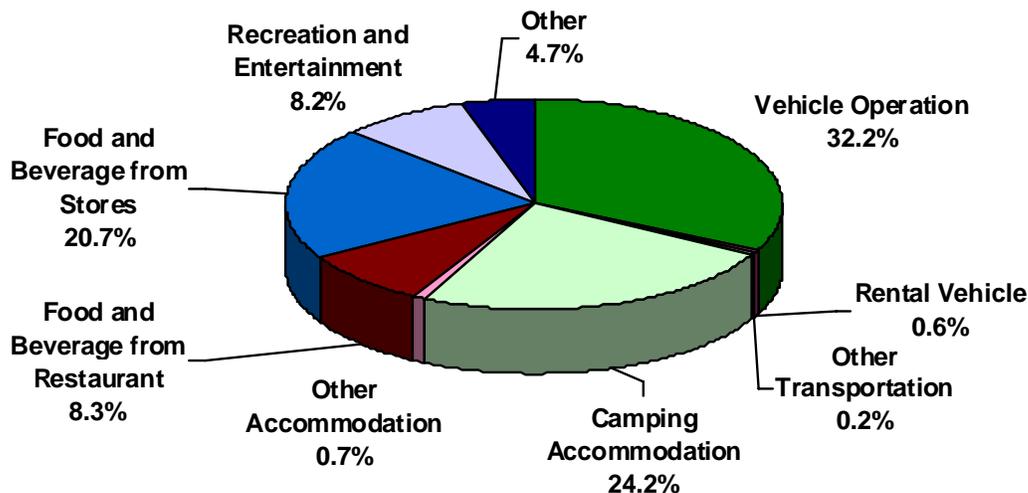
**Table 6.1 – Trip Expenditures in Saskatchewan**

|   | Respondents who Began Trip in SK (mean) (n=2940) | Respondents who Began Trip Outside SK (mean) (n=723) | All Respondents (mean) (n=3672) |
|---|--|--|---------------------------------|
| Vehicle Operations                        | \$251  | \$295  | \$259                           |
| Camping Accommodations                    | \$203  | \$164  | \$195                           |
| Food and Beverage at Stores               | \$168  | \$160  | \$167                           |
| Food and Beverage at Restaurants          | \$62   | \$85   | \$67                            |
| Recreation and Entertainment              | \$65   | \$73   | \$66                            |
| Other Expenditures                        | \$34   | \$56   | \$38                            |
| Rental Vehicle                            | \$4  | \$10   | \$5                             |
| Other Accommodations                      | \$4  | \$11   | \$6                             |
| Other Transportation (airfare, bus, etc.) | \$2  | \$1  | \$2                             |
| <b>Total Expenditures</b>                 | <b>\$793</b>                                     | <b>\$855</b>   | <b>\$805</b>                    |

\*SK-Saskatchewan

Overall, respondents spent the highest proportion of their total trip expenditures on: 1) Vehicle operations (32.2%); 2) Camping accommodations (24.2%); and 3) Food and beverage from stores (20.7%).

**Figure 6.1 – Type of Trip Expenditure as a Proportion of Total Trip Expenditures in Saskatchewan**



## SECTION 7: CAMPSITE RESERVATIONS

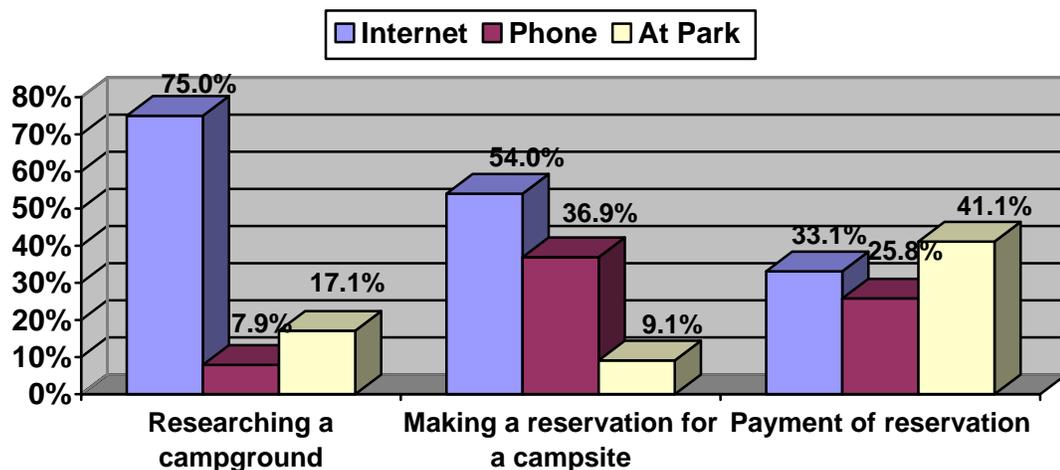
### *Method of Booking Campsite during Recent Visit*

Respondents most frequently reported booking a campsite using the online Reserve-a-Site system (42.6%) during their recent camping visit. Almost one-third of respondents reported reserving a campsite by phone or in-person (29.3%). A similar proportion of respondents acquired a campsite upon arriving at the park (i.e., walk-up/first-come-first-served) (28.1%).

### *Campsite Reservation Preferences*

The majority of respondents preferred to research a campground and make a reservation for a campsite using the internet, whereas the most commonly preferred method of paying for a reservation was in person at the park.

Figure 7.1 – Campsite Reservation Preferences



### *Satisfaction with Reserve-a-Site*

The majority of respondents (59.6%) reported having used the Reserve-a-Site system to book a campsite at a Saskatchewan provincial park. The majority of respondents were satisfied with each aspect of the Reserve-a-Site system, with the exception of the amount of time it takes to confirm a reservation (47.9%).

Table 7.1 - Satisfaction with Reserve-a-Site

|  | Satisfaction<br>(% Quite/Extremely Satisfied) |
|--|---|
| Process of checking into the campground        | 79.3%   |
| Information on how to reserve a campsite       | 66.4%   |
| Ease of navigation on website                  | 65.4%   |
| Confirmation materials received                | 63.9%   |
| Process of guaranteeing reservation            | 63.4%   |
| Ease of making a reservation                   | 61.4%   |
| Overall Satisfaction with Reserve-a-Site       | 54.2%   |
| Amount of time it takes to confirm reservation | 47.9%   |

**SECTION 8: VIEWS OF PARK POLICY AND REGULATIONS*****Mix between Taxes and Visitor Fees to Generate Operating Funds***

The majority of respondents (61.6%) indicated that taxes and visitor fees should be used equally to generate operating funds for Saskatchewan provincial parks. A small proportion of respondents reported that operating funds should be generated mostly or entirely from taxes (18.0%) or mostly or entirely from visitor fees (20.4%).

***Perceptions of Vehicle Entry Permits***

A large majority of respondents indicated that the process of purchasing vehicle entry permits is convenient (89.0%) and that the choices of vehicle entry permits are sufficient to meet their needs (83.4%). A much smaller proportion of respondents indicated that visitors should have to purchase a vehicle entry permit at all provincial parks (45.6%) and provincial recreation sites (e.g., Regina Beach, Bronson Forest, etc.) (30.8%).

**Table 8.1 – Perceptions of Vehicle Entry Permits**

|   | <b>Agreement<br/>(% Agree/<br/>Strongly Agree)</b> |
|---|--|
| The process of purchasing a vehicle entry permit is convenient  | 89.0%  |
| The choices of vehicle entry permits are sufficient to meet my needs  | 83.4%  |
| Vehicle entry permits are a good value  | 72.1%  |
| Visitors should have to purchase a vehicle entry permit at all Provincial Parks   | 45.6%  |
| It is unfair that summer park visitors have to purchase a vehicle entry permit, while winter park visitors do not                     | 39.4%  |
| Visitors should have to purchase a vehicle entry permit at all Provincial Recreation Sites (e.g., Regina Beach, Bronson Forest, etc.) | 30.8%  |

***Perceptions of Camping Permits***

A large majority of respondents reported that the process of purchasing camping permits is convenient (82.5%) and that camping permits are a good value (81.5%).

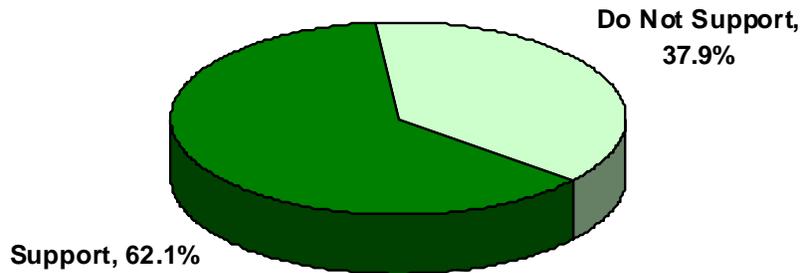
**Table 8.2 – Perceptions of Camping Permits**

|   | <b>Agreement<br/>(% Agree/<br/>Strongly Agree)</b> |
|---|--|
| The process of purchasing camping permits is convenient             | 82.5%  |
| Camping permits are a good value                                    | 81.5%  |
| The choices of camping permits are sufficient to my needs           | 80.6%  |
| Charging higher fees on busy days to reduce crowding is a good idea | 6.6%   |

**Maximum Length of Stay**

The majority of respondents (62.1%) support a maximum length of stay for visitors camping at Saskatchewan provincial parks. Of those who support a maximum stay, on average (median) respondents reported 14 nights as the maximum number of consecutive nights that visitors should be allowed to stay at a campsite (Mean: 15 nights).

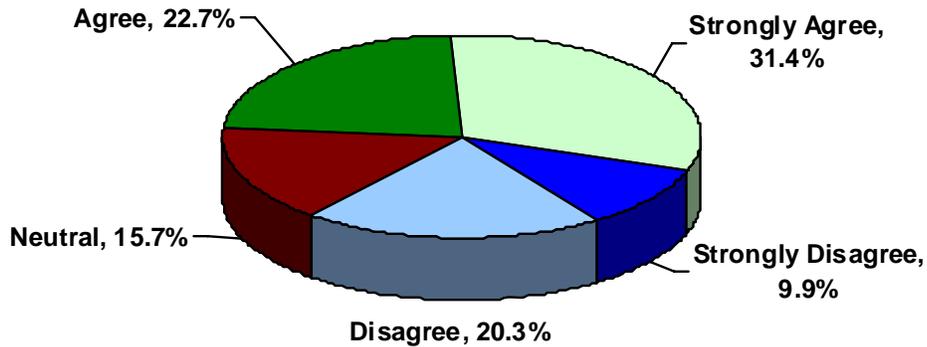
**Figure 8.1 – Support for Maximum Length of Stay**



**Perceptions of Reservation Policies**

The majority of respondents (54.1%) agreed or strongly agreed that a tent, trailer or motorhome at a campsite should not be allowed to be left unoccupied for several days at a time. The majority of respondents (58.0%) also agreed or strongly agreed that reservation policies need to be strengthened to discourage multiple bookings and last minute cancellations.

**Figure 8.2 – A Campsite Should Not be Allowed to be Left Unoccupied for Several Days at a Time**



**Days and Hours of Operation**

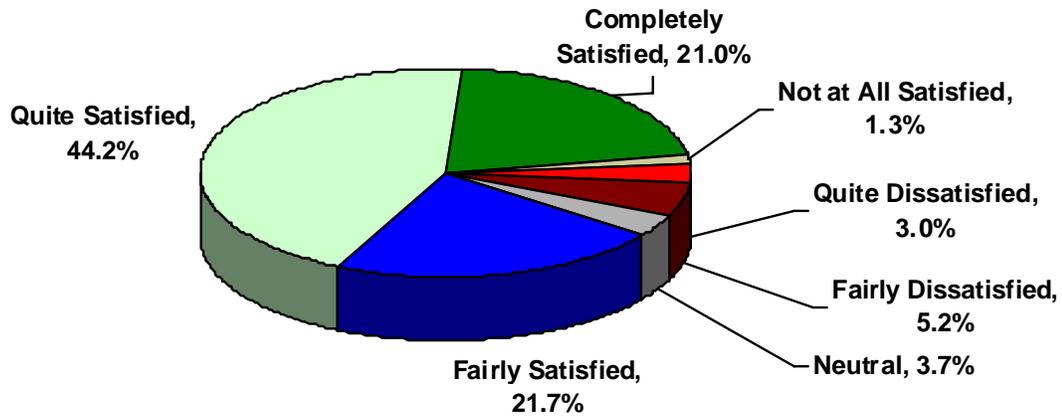
A large majority (88.6%) of respondents rated the daily operating hours at the campground or entry gate of the park they recently camped at as good or excellent. Similarly, a large majority of respondents (88.1%) rated the number of days the park is open each summer as good or excellent.

**SECTION 9 - VIEWS OF PARK AMENITIES AND SERVICES**

**Overall Satisfaction**

Respondents were asked to rate their level of satisfaction (seven-point scale from 1-Not at all satisfied to 7-Completely satisfied) with their most recent camping visit at a provincial park. Overall, a large majority of respondents (86.9%) were satisfied (5-Fairly to 7-Completely satisfied) with their recent camping visit to a Saskatchewan provincial park.

**Figure 9.1 – Overall Satisfaction with Most Recent Camping Visit**



**Park Staff**

A large majority of respondents (89.2%) indicated that they encountered park staff during their recent camping visit to a Saskatchewan provincial park.

Respondents were asked to rate the performance (five-point scale from 1-Very poor to 5-Excellent) of the staff at the provincial park they camped at most recently. Generally, the performance of the park staff was rated quite high.

**Table 9.1 – Performance Rating of Provincial Park: Staff**

| Parks Service staff who...     | Performance (% Good/Excellent) | Number of Respondents |
|--------------------------------|--------------------------------|-----------------------|
| Are very friendly              | 91.2%                          | 3956                  |
| Are courteous                  | 90.9%                          | 3836                  |
| Make me feel welcome           | 89.0%                          | 3844                  |
| Are knowledgeable              | 86.4%                          | 3756                  |
| Are responsive                 | 84.0%                          | 3567                  |
| Are available and easy to find | 76.2%                          | 3714                  |

*\*Respondents had the option of selecting 'Not Applicable' for each performance rating item because some respondents may not have been in a position to rate the amenity, service or experience (e.g., did not experience the service). Some respondents also left certain items blank. To account for these respondents, 'Not Applicable' and blank responses were removed from calculations.*

**Park Facilities**

Respondents were asked to rate the performance (five-point scale from 1-Very poor to 5-Excellent) of the provincial park they camped at most recently in delivering several services or experiences related to park facilities. The majority of respondents rated each of the items related to park facilities as good or excellent.

**Table 9.2 – Performance Rating of Provincial Park: Facilities**

|  | <b>Performance<br/>(% Good/Excellent)</b> | <b>Number of<br/>Respondents</b> |
|--|---|----------------------------------|
| Facilities that are accessible to all visitors | 90.6%                                     | 3860                             |
| No evidence of vandalism                       | 87.2%                                     | 3893                             |
| Clean/litter-free facilities                   | 85.8%                                     | 3915                             |
| Sufficient parking areas                       | 83.0%                                     | 3893                             |
| Sewage disposal systems                        | 78.0%                                     | 3138                             |
| Very well maintained facilities                | 77.9%                                     | 3923                             |
| Well-maintained roads to recreation sites      | 72.8%                                     | 3894                             |
| Very well maintained bathrooms                 | 71.6%                                     | 3861                             |

### Camping Facilities

Respondents were asked to rate the desirability (five-point scale from 1-Not at all desirable to 5-Extremely desirable) and performance (five-point scale from 1-Very poor to 5-Excellent) of several services or experiences related to camping facilities at the provincial park they camped at most recently.

The three items with the highest desirability ratings (quite or extremely desirable) were: 1) Cleanliness of campground (90.9%); 2) Sufficient size of campsite (88.4%); and 3) Availability of firewood (87.0%).

The three items with the highest performance ratings (good or excellent) were: 1) Clear directions to campsite (89.7%); 2) Cleanliness of campground (89.5%); and 3) Availability of firewood (84.6%).

**Table 9.3 – Desirability and Performance Rating of Provincial Park: Camping Facilities**

|  | Desirability<br>(% Quite/Extremely) | Performance      |                       |
|--|-------------------------------------|------------------|-----------------------|
|  |                                     | % Good/Excellent | Number of Respondents |
| Cleanliness of campground                                    | 90.9% (1)                           | 89.5% (2)        | 3877                  |
| Sufficient size of campsite                                  | 88.4% (2)                           | 78.5% (6)        | 3895                  |
| Availability of firewood                                     | 87.0% (3)                           | 84.6% (3)        | 3822                  |
| Privacy of campsite  | 85.3% (4)                           | 64.8% (10)       | 3876                  |
| Ability to book the type of campsite I prefer                | 84.4% (5)                           | 49.3% (13)       | 3741                  |
| Quality of firewood  | 83.0% (6)                           | 72.5% (7)        | 3807                  |
| Quality of fire pit/barbeque                                 | 80.1% (7)                           | 65.3% (9)        | 3870                  |
| Quality of picnic tables in campsite                         | 79.1% (8)                           | 83.0% (5)        | 3877                  |
| Availability of electrical campsites                         | 75.2% (9)                           | 56.2% (12)       | 3379                  |
| Clear directions to campsite                                 | 74.3% (10)                          | 89.7% (1)        | 3886                  |
| Ease of booking multiple campsites                           | 61.6% (11)                          | 47.6% (14)       | 2181                  |
| Availability of walk-up campsites (first-come, first-served) | 57.5% (12)                          | 39.7% (16)       | 2566                  |
| Availability of full-service campsites                       | 53.0% (13)                          | 27.1% (18)       | 2214                  |
| Availability of pull-through campsites                       | 35.1% (14)                          | 42.5% (15)       | 2190                  |
| Availability of seasonal campsites                           | 32.0% (15)                          | 36.2% (17)       | 1639                  |
| Availability of non-electrical campsites                     | 28.7% (16)                          | 84.3% (4)        | 2180                  |
| Secure, on-site trailer storage during the summer            | 28.1% (17)                          | 63.0% (11)       | 1120                  |
| Availability of backcountry/wilderness campsites             | 19.5% (18)                          | 67.9% (8)        | 1195                  |

*\*Numbers in parentheses ( ) represent a ranking; respondents had the option of selecting 'Not Applicable' for each performance rating item because some respondents may not have been in a position to rate the amenity, service or experience (e.g., did not experience the service). Some respondents also left certain items blank. To account for these respondents, 'Not Applicable' and blank responses were removed from calculations. Respondents did not have the option of selecting 'Not Applicable' for the desirability items, but some respondents did not provide a response for certain items. These responses were removed from calculations. Generally, nearly all respondents completed each of the desirability items.*

**Park Information**

Respondents were asked to rate the performance (five-point scale from 1-Very Poor to 5-Excellent) of the provincial park in providing each service or experience related to park information. The majority of respondents rated each of the items related to park information as good or excellent.

**Table 9.4 – Performance Rating of Provincial Park: Park Information**

|  | Performance<br>(% Good/Excellent) | Number of<br>Respondents |
|--|-----------------------------------|--------------------------|
| Information that is easy to use                        | 89.6%                             | 3830                     |
| Accurate signs   | 86.3%                             | 3887                     |
| Marked points of interest                              | 85.3%                             | 3742                     |
| Rules/regulations that are clearly posted              | 85.1%                             | 3902                     |
| Easy to use information about recreation opportunities | 82.8%                             | 3689                     |
| Clearly marked (signed) trails                         | 78.8%                             | 3564                     |

**Safety and Security**

A large majority of respondents rated the performance of the provincial park in providing visitors with feelings of safety and security (90.2%) and ensuring that rules and regulations are enforced (78.4%) as good or excellent. A slightly smaller proportion of respondents (70.9%) rated the presence of enforcement officers as good or excellent.

**Table 9.5 – Performance Rating of Provincial Park: Safety and Security**

|                                     | Performance<br>(% Good/Excellent) | Number of<br>Respondents |
|-------------------------------------|-----------------------------------|--------------------------|
| Feeling safe and secure             | 90.2%                             | 3915                     |
| Rules/regulations that are enforced | 78.4%                             | 3788                     |
| Presence of enforcement officers    | 70.9%                             | 3742                     |

**Recreation**

Respondents were asked to rate the performance (five-point scale from 1-Very Poor to 5-Excellent) of the provincial park they camped at most recently in delivering several services or experiences related to recreation. The three items related to recreation with the highest performance ratings (good or excellent) were: 1) Sufficient picnic areas (87.6%); 2) Accessible recreation areas (87.5%); and Sufficient shaded rest areas (84.5%).

**Table 9.6 – Performance of Rating of Provincial Park: Recreation Experience**

|  | Performance<br>(% Good/Excellent) | Number of<br>Respondents |
|--|-----------------------------------|--------------------------|
| Sufficient picnic areas                    | 87.6%                             | 3402                     |
| Accessible recreation areas                | 87.5%                             | 3754                     |
| Sufficient shaded rest areas               | 84.5%                             | 3668                     |
| Well-maintained trails                     | 80.4%                             | 3355                     |
| Boaters/watercraft users who follow rules  | 77.2 %                            | 3051                     |
| A wide variety of recreation opportunities | 76.2%                             | 3755                     |
| Clean swimming/beach areas                 | 75.6%                             | 3679                     |

**Natural, Cultural, and Recreation Opportunities**

Respondents were asked to rate the desirability (five-point scale from 1-Not at all desirable to 5-Extremely desirable) and performance (five-point scale from 1-Very poor to 5-Excellent) of the provincial park they camped at most recently in providing several services/experiences related to the natural, cultural and recreation opportunities.

The three items with the highest desirability ratings (quite or extremely desirable) were: 1) Preservation of park ecosystems and natural resources (63.0%); 2) Accurate trail maps (55.4%); and 3) Sufficient number of non-motorized trails (50.1%).

The three items with the highest performance ratings (good or excellent) were: 1) Preservation of park ecosystems and natural resources (81.0%); 2) A sufficient number of non-motorized trails (77.0%); and 3) Accurate trail maps (73.8%).

**Table 9.7 – Desirability and Performance Rating of Provincial Park: Natural, Cultural, and Recreation Opportunities**

|   | Desirability<br>(% Quite/Extremely) | Performance      |                       |
|---|-------------------------------------|------------------|-----------------------|
|   |                                     | % Good/Excellent | Number of Respondents |
| Preservation of park ecosystems and natural resources                         | 63.0% (1)                           | 81.0% (1)        | 3155                  |
| Accurate trail maps   | 55.4% (2)                           | 73.8% (3)        | 2550                  |
| A sufficient number of non-motorized trails                                   | 50.1% (3)                           | 77.0% (2)        | 2587                  |
| Sufficient number of boat docks/launch areas                                  | 46.2% (4)                           | 66.6% (6)        | 2213                  |
| A variety of age appropriate interpretive activities                          | 45.5% (5)                           | 69.0% (4)        | 2690                  |
| Interpretation that reflects the areas natural and/or cultural environment    | 30.7% (6)                           | 66.7% (5)        | 2442                  |
| A variety of natural and/or cultural exhibits                                 | 30.5% (7)                           | 63.0% (7)        | 2533                  |
| Opportunities to participate in natural and/or cultural/historical activities | 26.0% (8)                           | 58.6% (9)        | 2281                  |
| Hands-on learning opportunities   | 25.8% (9)                           | 56.6% (10)       | 2126                  |
| A sufficient number of motorized trails                                       | 20.2% (10)                          | 61.6% (8)        | 1337                  |

\*Numbers in parentheses ( ) represent a ranking.

**Potential Services in Parks**

Respondents were asked to rate the desirability (five-point scale from 1-Not at all desirable to 5-Extremely desirable) and performance (five-point scale from 1-Very poor to 5-Excellent) of the provincial park they camped at most recently in delivering several services/experiences related to potential park services.

Even though some provincial parks may not offer or have control over some of the services below (e.g., locally owned business), the results help to understand respondents' perceptions of these services as part of their overall experience during their visit to the park.

The three items with the highest desirability ratings (quite or extremely desirable) were: 1) Grocery and/or convenience goods store (63.4%); 2) Availability of concession services (63.0%); and 3) Golf course (44.9%).

The three items with the highest performance ratings were: 1) Golf course (81.2%); 2) Availability of concession services (75.5%); and 3) Grocery and/or convenience goods store (71.6%).

**Table 9.8 – Performance Rating of Provincial Park: Potential Services**

|   | Desirability<br>(% Quite/Extremely) | Performance      |                       |
|---|-------------------------------------|------------------|-----------------------|
|   |                                     | % Good/Excellent | Number of Respondents |
| Grocery and/or convenience goods store                      | 63.4% (1)                           | 71.6% (3)        | 3547                  |
| Availability of concession services                         | 63.0% (2)                           | 75.5% (2)        | 3619                  |
| Golf course   | 44.9% (3)                           | 81.2% (1)        | 2208                  |
| Restaurant/food service                                     | 36.4% (4)                           | 63.2% (5)        | 3041                  |
| Boat rental and equipment facilities                        | 30.5% (5)                           | 62.8% (6)        | 2027                  |
| A gift shop that offers locally/regionally made merchandise | 25.7% (6)                           | 49.5% (9)        | 2808                  |
| Dock/marina slip rentals                                    | 24.3% (7)                           | 54.8% (8)        | 1340                  |
| Cabin rentals   | 21.9% (8)                           | 59.7% (7)        | 1232                  |
| Outfitters/guides/tour operators                            | 15.3% (9)                           | 47.8% (10)       | 1348                  |
| Cottage subdivision   | 14.2% (10)                          | 67.2% (4)        | 1101                  |

*\*Numbers in parentheses ( ) represent a ranking.*