

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.

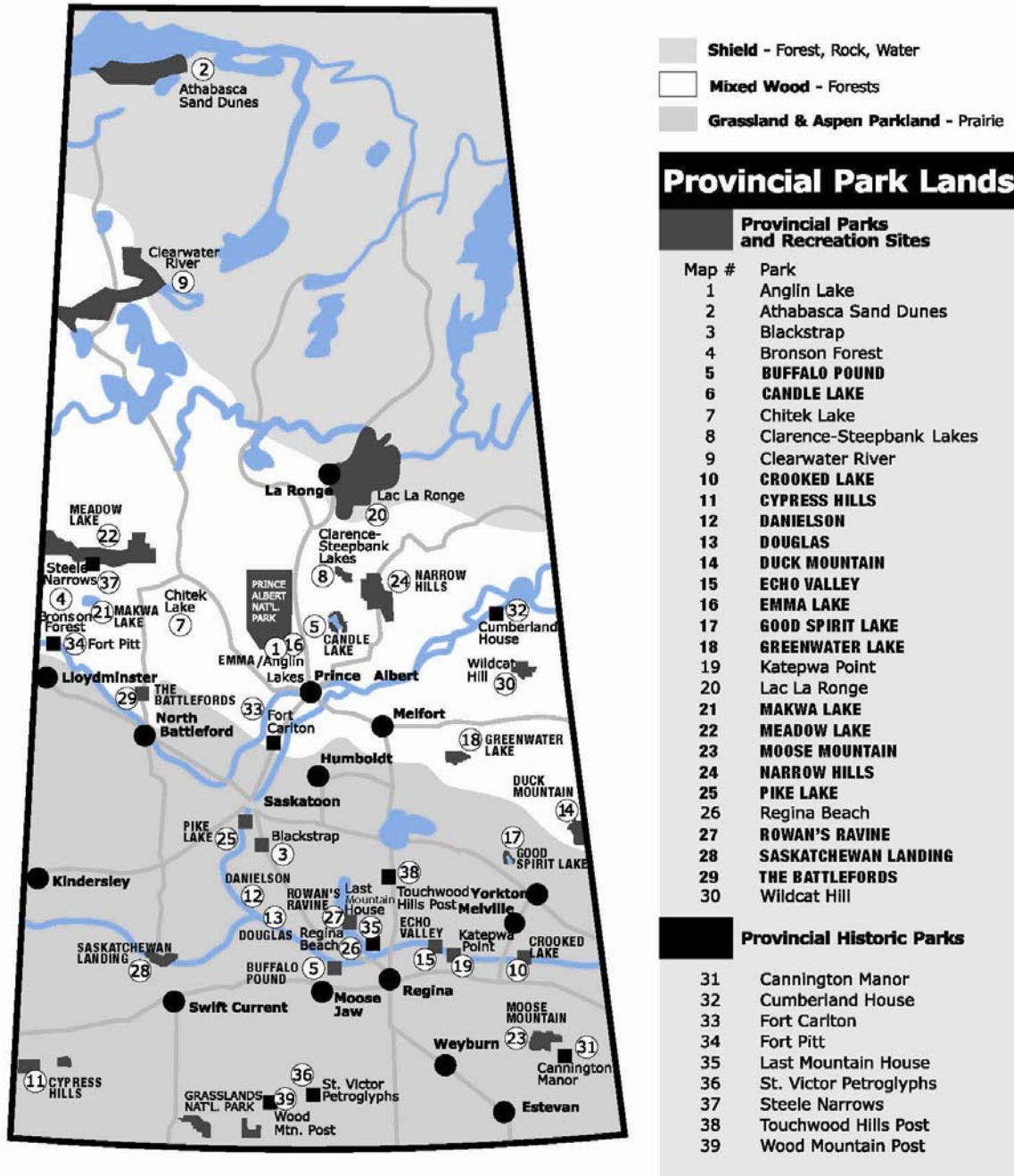
Camping statistics are recorded for 21 provincial parks and 14 provincial recreation sites. In 2008, there were 19 provincial parks and one provincial recreation site (Emma Lake) using the campsite management system (Reservation Operating System) to record camping statistics. It is estimated that over 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 (Minowukaw & Sandy Bay)	Crooked Lake	Cypress Hills
Danielson	Douglas	Duck Mountain	Echo Valley (Upper & Lower)	Emma Lake
Good Spirit Lake	Greenwater Lake	Makwa Lake	Meadow Lake (Greig, Kimball, Murray Doell, Sandy Beach)	Moose Mountain
Narrow Hills	Pike Lake	Rowan's Ravine	Saskatchewan 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 park¹. 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

¹ 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

	Number of Respondents	Weighted Number of Respondents
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
TOTAL	3,951	3,951

SECTION 3: DEMOGRAPHICS

Gender

The majority of respondents (55.3%) were female.

Age

On average (median²), respondents were 43 years of age (Mean³: 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

	Percent of Respondents
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%

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

³ 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

	Percent of Respondents
\$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

	Percent of Respondents
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

	Percent of Respondents
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

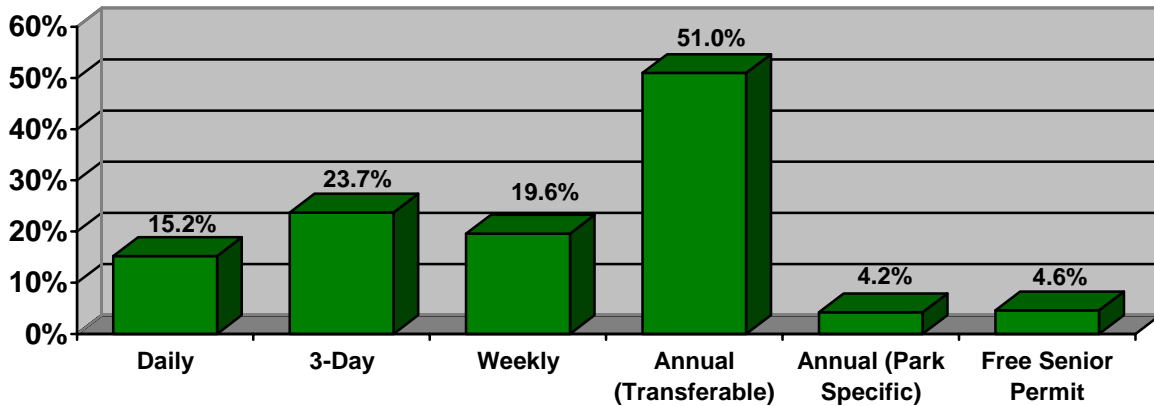
	Percent of Respondents
Cypress Hills	21.1%
Meadow Lake	11.8%
Pike Lake	11.3%
Duck Mountain	10.8%
Moose Mountain	10.5%
Echo Valley	10.5%
The Battlefords	10.4%
Buffalo Pound	10.4%
Saskatchewan Landing	10.4%
Greenwater Lake	10.3%
Good Spirit Lake	10.1%
Rowan's Ravine	8.7%
Douglas	8.6%
Candle Lake	7.4%
Emma 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.

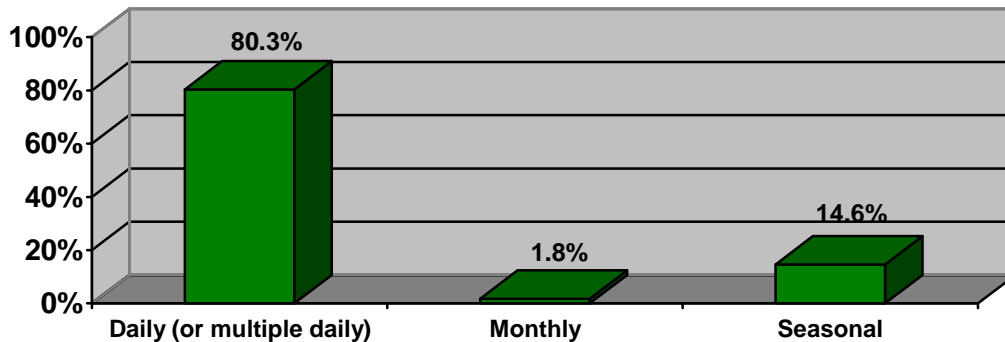
Figure 4.1 – Vehicle Entry Permits Purchased in Past 12 Months



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

	Used Source (% Yes)	Helpfulness (% Fairly/Extremely Helpful)
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

	Percent of Respondents
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).

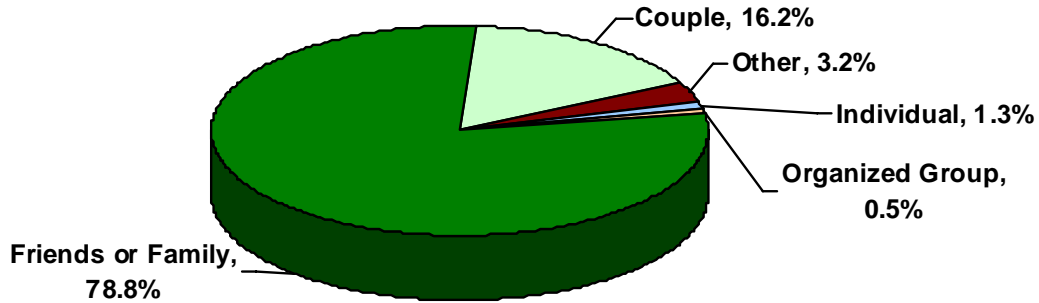
Persons with Disability in Group

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.

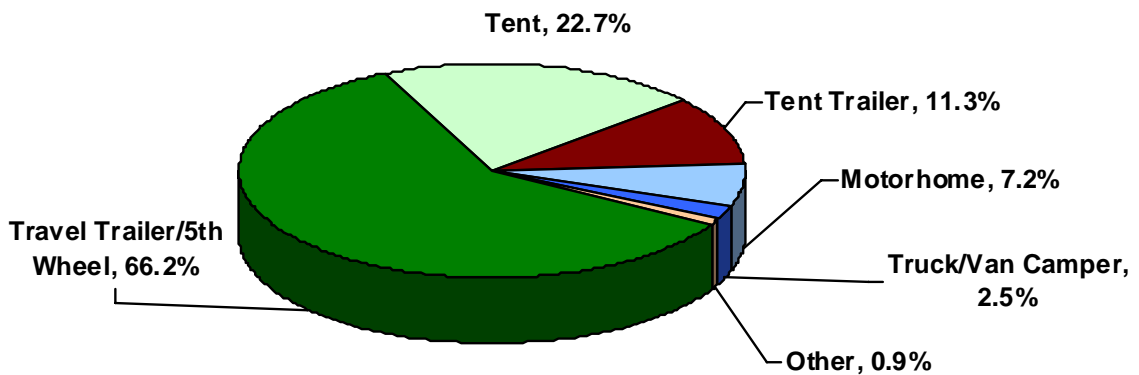
Future Visits to Saskatchewan Provincial Parks

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 5th 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.

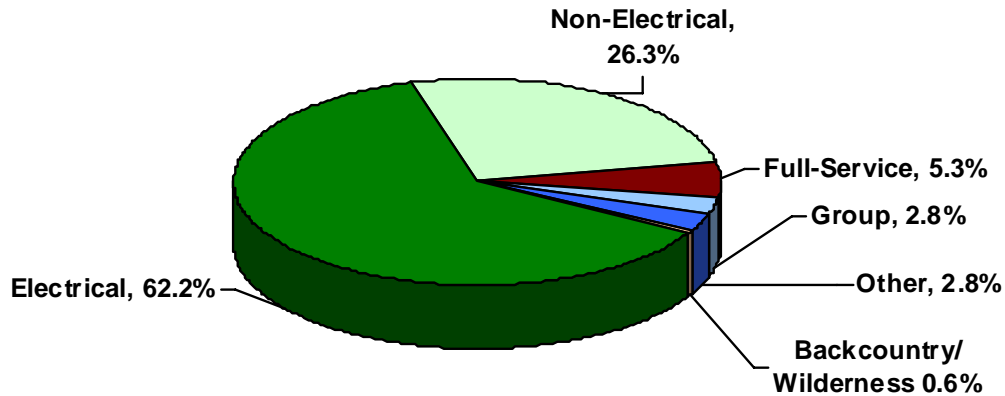
Figure 5.2 – Type of Camping Shelter Used During Recent Camping Visit



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.

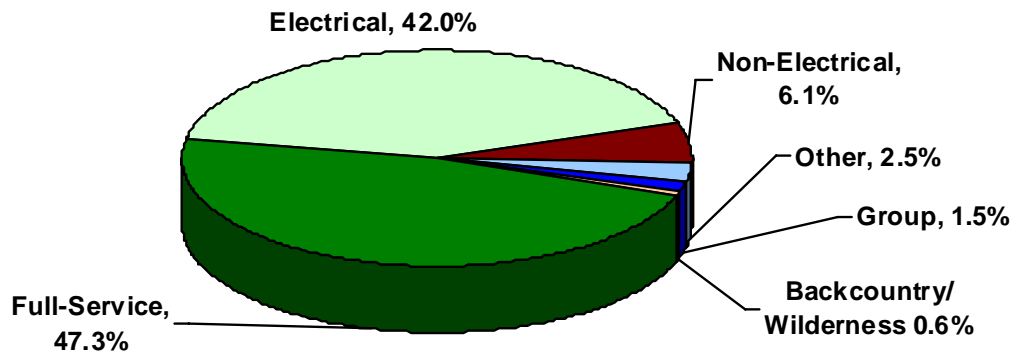
Figure 5.3 – Type of Campsite Used during Recent Camping Visit



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%

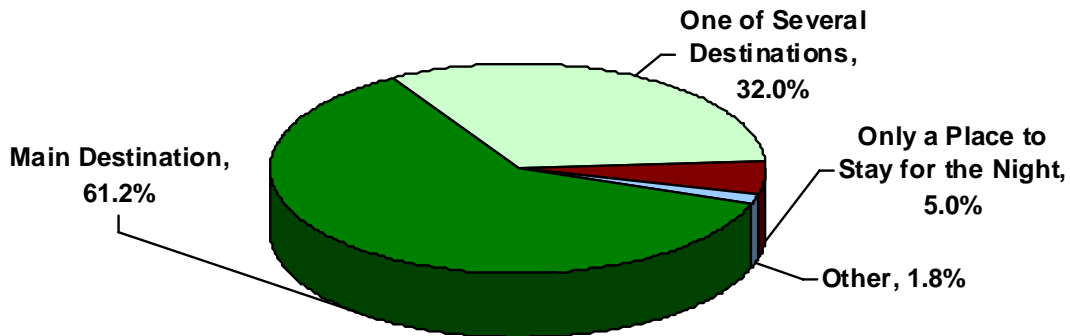
**Activities with values of less than 2.0% were excluded.*

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).

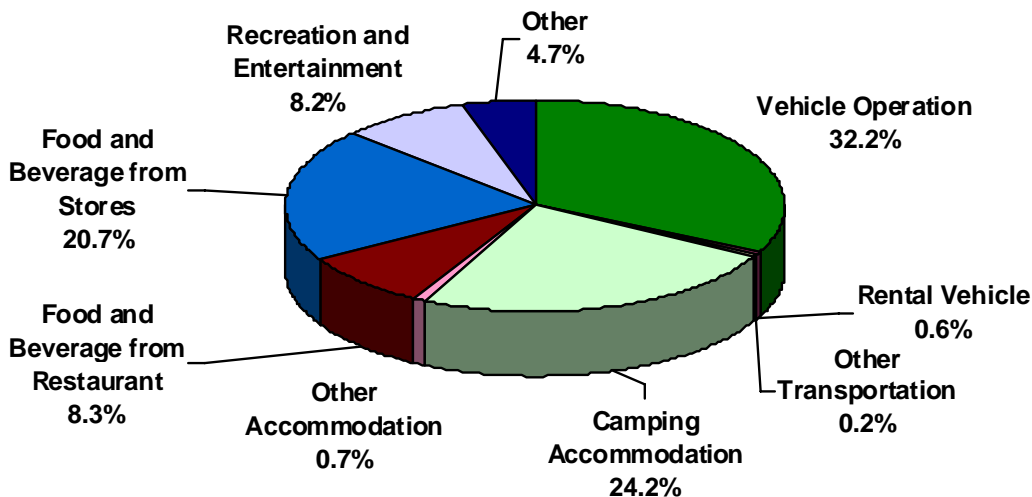
Table 6.1 – Trip Expenditures in Saskatchewan

	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
Total Expenditures	\$793	\$855	\$805

*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

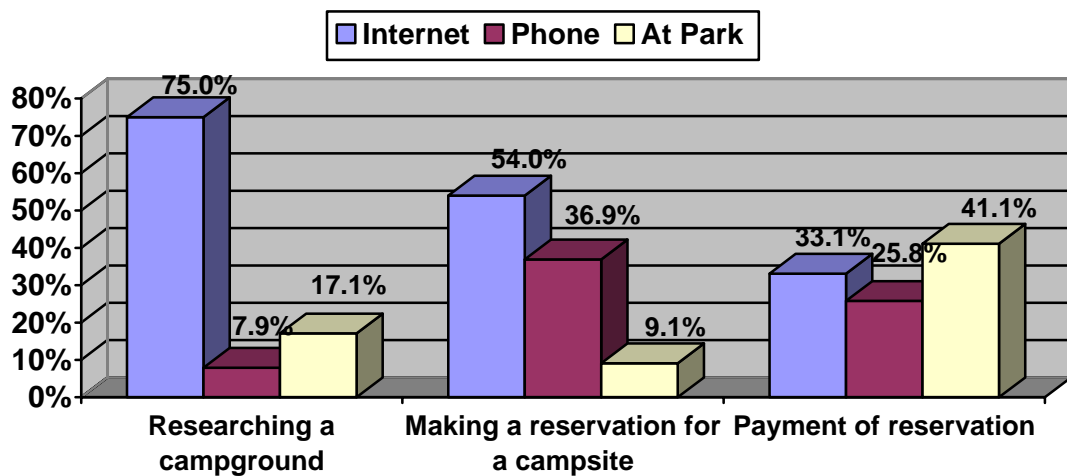
Method of Booking Campsite during Recent Visit

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 (% 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

	Agreement (% Agree/ Strongly Agree)
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%).

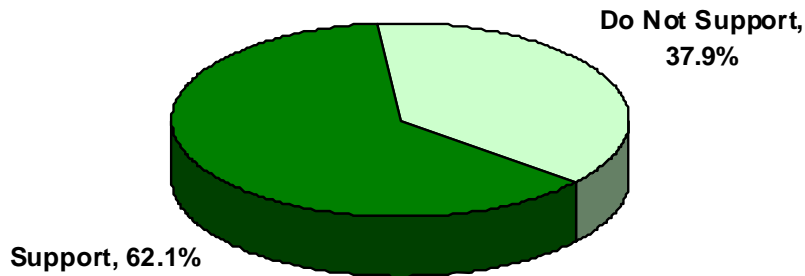
Table 8.2 – Perceptions of Camping Permits

	Agreement (% Agree/ Strongly Agree)
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).

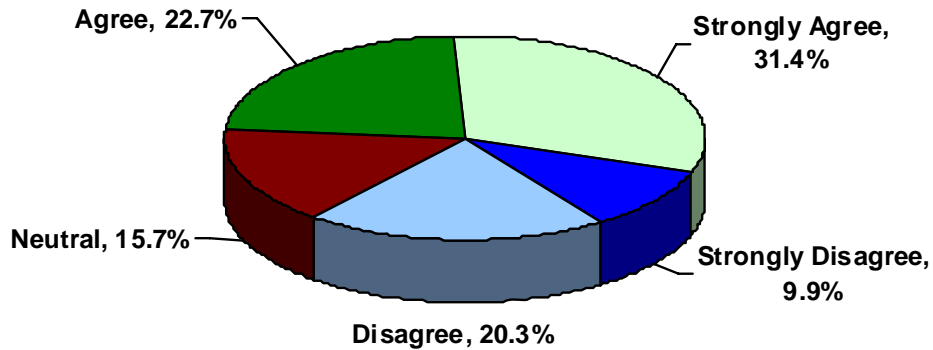
Figure 8.1 – Support for Maximum Length of Stay



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

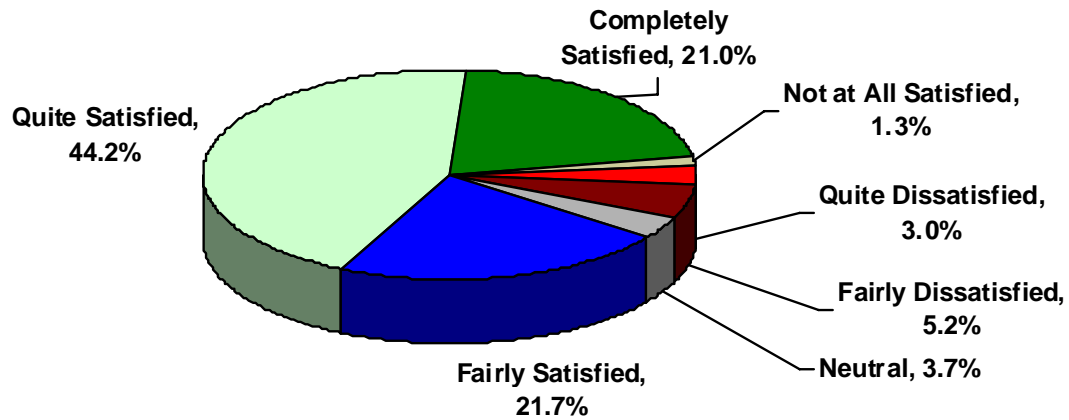
A large majority (88.6%) of respondents rated the daily operating hours at the campground or entry gate of the park they recently camped at as good or excellent. Similarly, a large majority of respondents (88.1%) rated the number of days the park is open each summer as good or excellent.

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

	Performance (% Good/Excellent)	Number of Respondents
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 (% 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 (% Good/Excellent)	Number of 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 (% Good/Excellent)	Number of 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 (% Good/Excellent)	Number of 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 (% 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 (% 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.