

# Lake Louise and Yoho & Kootenay National Parks 1998 Day-use Area Survey

*Peyto, Bow Lake, Takakkaw Falls, Upper Lake Louise, Emerald Lake and Marble Canyon*

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## Introduction

This report presents the results of a Visitor Satisfaction Survey conducted in six day-use areas located in Lake Louise and Yoho & Kootenay National Parks between June and September 1998:

- Peyto Lake;
- Bow Lake;
- Takakkaw Falls,;
- Upper Lake Louise;
- Emerald Lake; and
- Marble Canyon.

The survey objectives were:

- a) to gather information on the demographic characteristics of visitors;
- b) to determine satisfaction with services and facilities; and
- c) to investigate levels of heritage theme appreciation.

*The results presented here represent the population of visitor-parties to the six day-use areas between June and September 1998.*

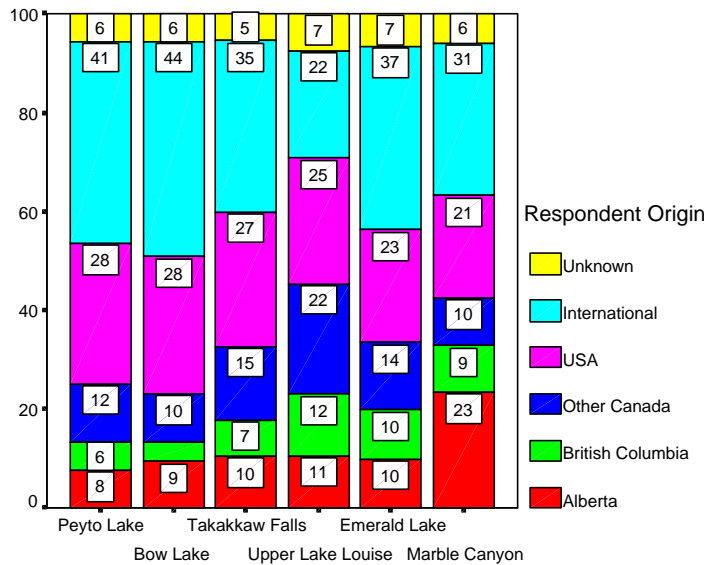
*With 1,767 completed questionnaires, overall results have a 95% confidence level and a margin error of  $\pm 2.3\%$ . In other words, if the survey was administered repeatedly to 1,767 different visitor-parties from the same population, the results would be the same 19 times out of 20 (95% of the time), plus or minus 2.3%. Margins of error are larger for individual day-use areas (Peyto 4.9%, Bow Lake 6.4%, Takakkaw Falls 5.1%, Upper Lake Louise 7.7%, Emerald Lake 6.3% and Marble Canyon 5.1%).*

## About the Visitors

Table A1 and the following figures present a profile of visitors to the day-use areas in Lake Louise and Yoho & Kootenay National Parks (LLYK). The table provides aggregate information on visitors at all day-use areas and information on visitors at each day-use area.

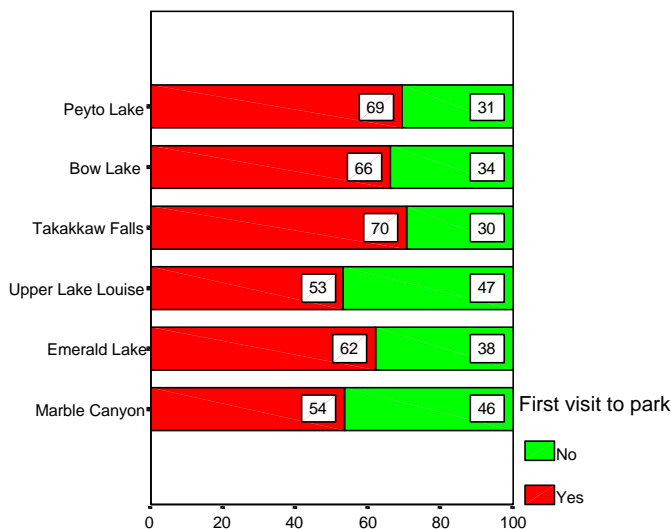
Thirty-six percent (36%) of respondents were international visitors, followed by 33% Canadians and 27% Americans. Peyto and Bow Lakes attract proportionately less Canadian visitors than the other areas (about 25% at each site) while Lake Louise (45%) and Marble Canyon (42%) attract more. Albertans form a large percentage of the Marble Canyon visitor population at 23%, which is almost double the average of 13%.

**Figure 1 – Respondent Origin**

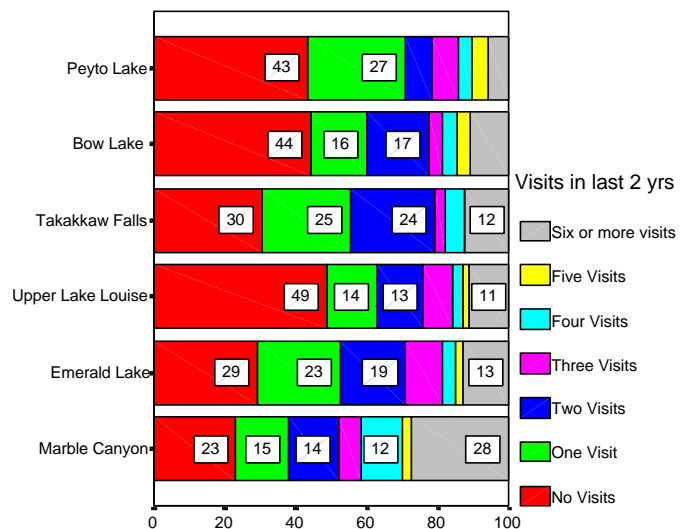


A little less than two-thirds of respondents (63%) were on their first visit to LLYK National Parks. The proportion of visitors who indicated to be on their first visit varies from lows of 53% and 54% at Upper Lake Louise and Marble Canyon respectively, to highs of 69% and 70% at Peyto Lake and Takakkaw Falls. Among respondents who had visited LLYK National Parks before (37%), 66% had visited the Parks at least once in the past 2 years. Many of the people visiting Marble Canyon are high repeat visitors – 42% reported 4 or more visits in the past 2 years.

**Figure 2 – First Park Visit**

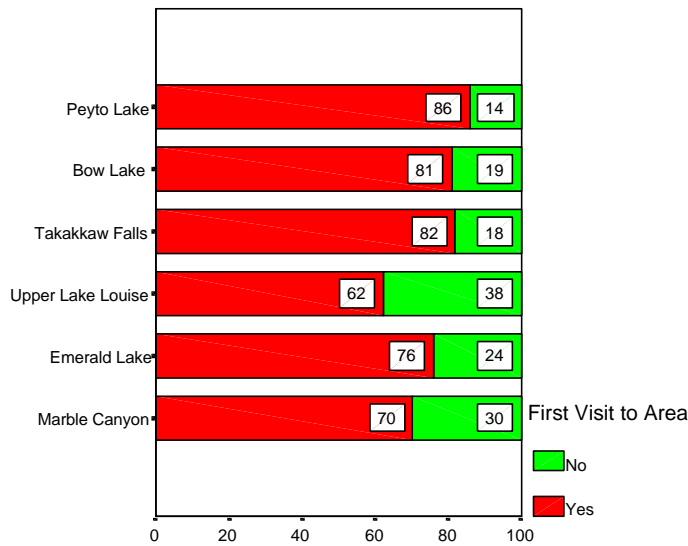


**Figure 3 – Number of Visits Last 2 Years**

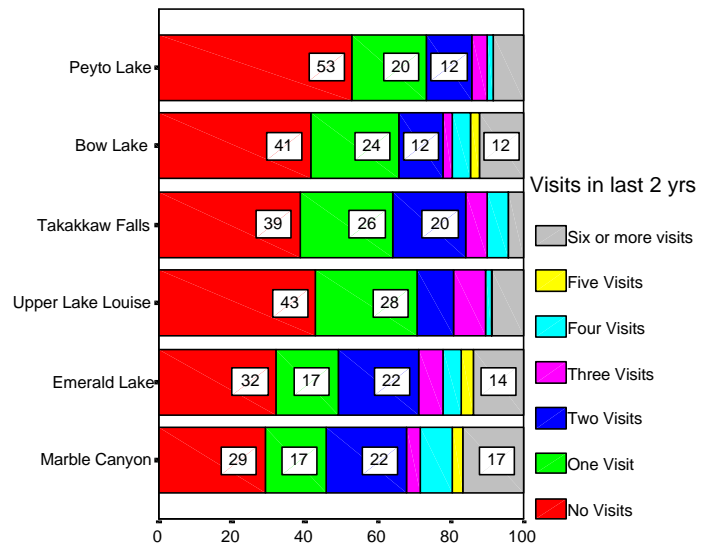


A higher proportion of respondents (78%) indicated that it was their first visit to the specific day-use area being surveyed compared to 63% at the national Park. Among respondents who had visited the day-use area before (23%), 71% had visited it at least once in the past two years.

**Figure 4 – First Day-Use Area Visit**

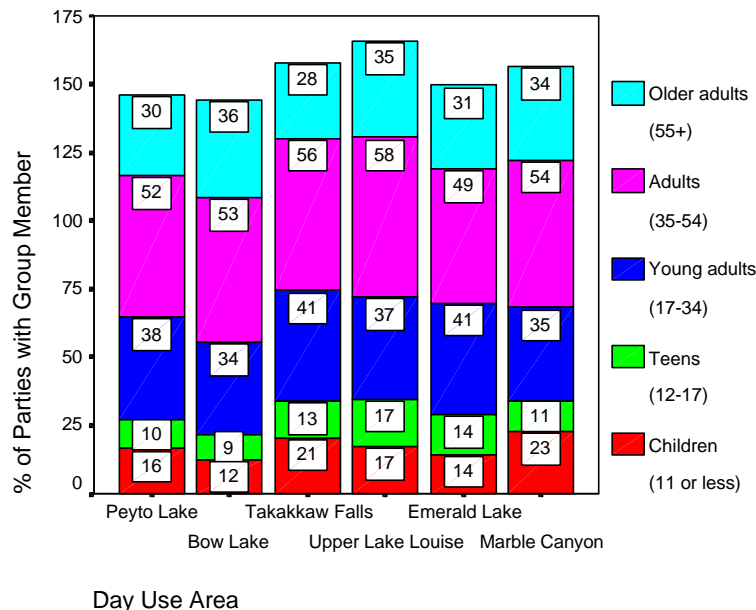


**Figure 5 – Number of Visits Last 2 Years**



Data on group composition shows that 54% of all visitor-parties included adults between 35 and 54 years and 38% included younger adults. Almost a third of all visitor-parties were older adults (55 or older), 18% included children under 12 and 12% included teens between 12 and 16 years. These proportions do not vary much across day-use areas. The average party size was 3 for all groups of visitors.

**Figure 6 – Age Groups**



Emerald Lake shows the highest need for French services at 7% of visitors versus 4% or less at the other sites.

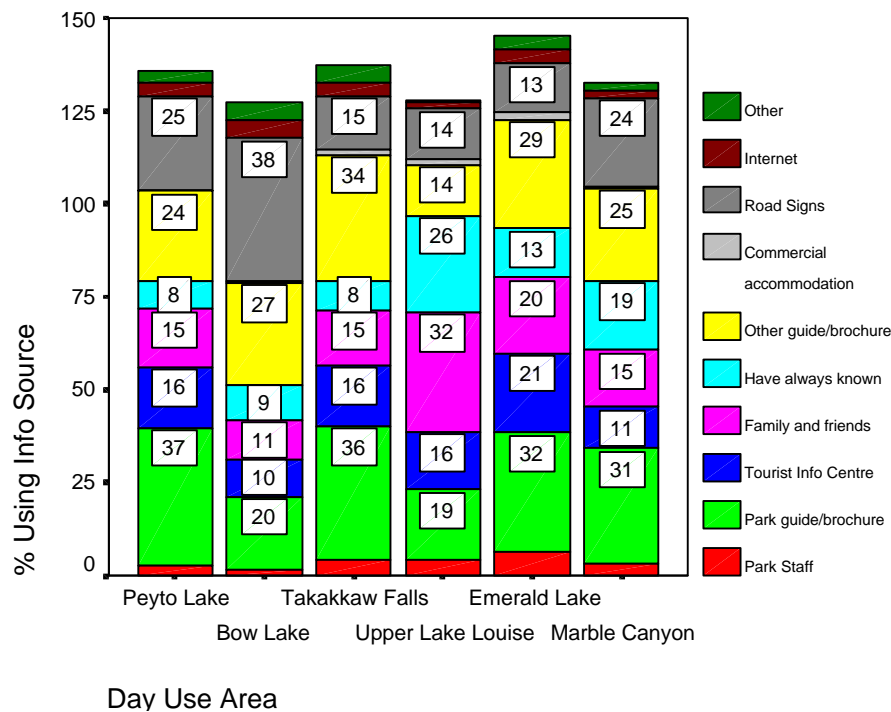
### About the Visitors' Trips

Tables A2, A3, A4 and A5 and Figures 7 to 17 below, summarize the findings for this section.

Travel guides and brochures, whether from the Park (31%) or other sources (26%), were the most common sources of information among visitors. Other important means of discovering the day-use areas were through road signs (22%), family and friends (17%) and the Tourist Information Centre (15%). Some differences across areas are worth mentioning:

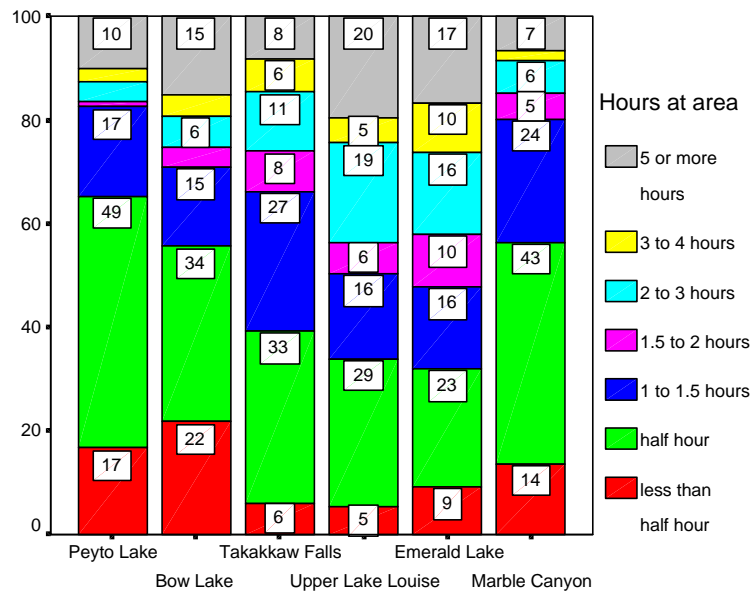
- Visitors at Bow Lake were more likely to have used road signs to discover this area than visitors to other areas: 38% compared to 22% for the overall visitors.
- Visitors at Upper Lake Louise were less likely to find out about this area through a park guide/brochure than visitors at other areas: 19% compared to 31% in the aggregate data. These visitors were more likely to have always known about the area than visitors at the other sites; 26% compared to 13% for the overall visitors.
- Visitors at Emerald Lake were more likely to use information provided by the Tourist Information Centre than visitors to other areas: 21% compared to 15% for the overall visitors.

**Figure 7 – Information Sources**



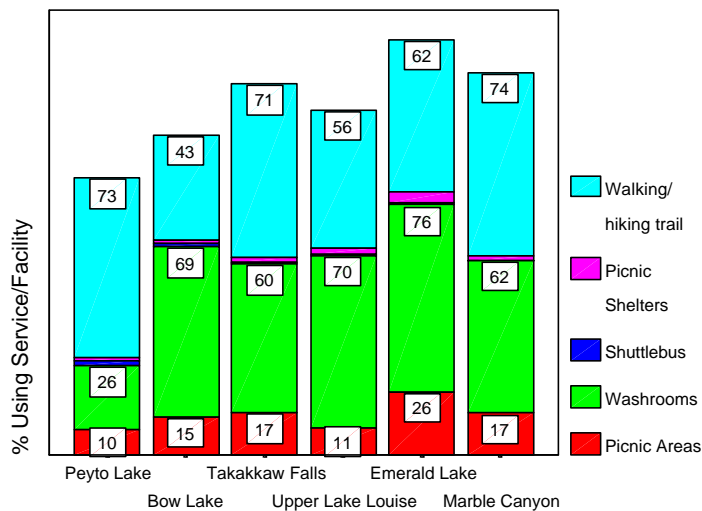
The majority of visitors (57%) spent between 30 minutes and 1½ hours at the day-use area while 30% spent more than 1½ hours and 13% spent less than 30 minutes. Visitors at Upper Lake Louise and Emerald Lake generally spend more time in the area than visitors at the other sites, likely due to the services available there. Respectively, 50% and 53% of visitors spent more than 1½ hours at these two areas compared to 30% for the overall visitors. Inversely, visitors at Peyto Lake and Marble Canyon were more likely to stay a shorter period of time than visitors to the other areas. Respectively 66% and 67% of visitors spent between 30 minutes and 1½ hours in these areas compared to 57% for the overall visitors.

**Figure 8 – Hours at Day-Use Area Today**



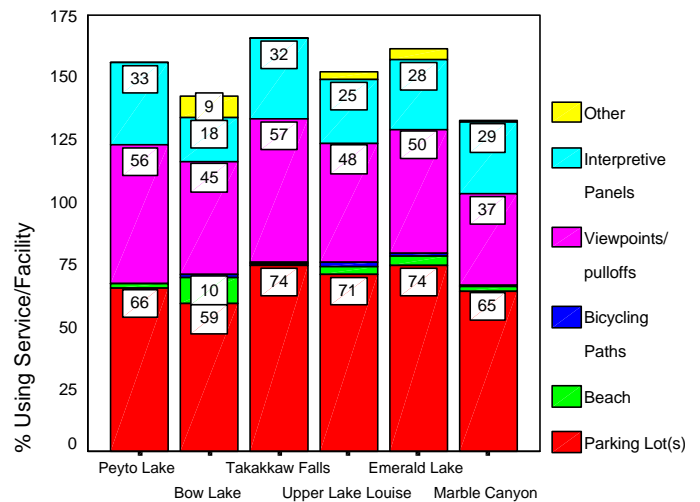
The most popular services and facilities used by visitors were the parking lots (68%), the trails (66%), the washrooms (57%) and the viewpoints (49%). Patterns do not vary much across areas. However, visitors at Bow Lake demonstrated different usage patterns than visitors at other areas. Compared to visitors at other day-use areas, a much lower percentage used the trails and the interpretive panels while a much higher percentage used the beach and other services and facilities offered by the day area.

**Figure 9a – Services/Facilities Used in Area**



Day Use Area

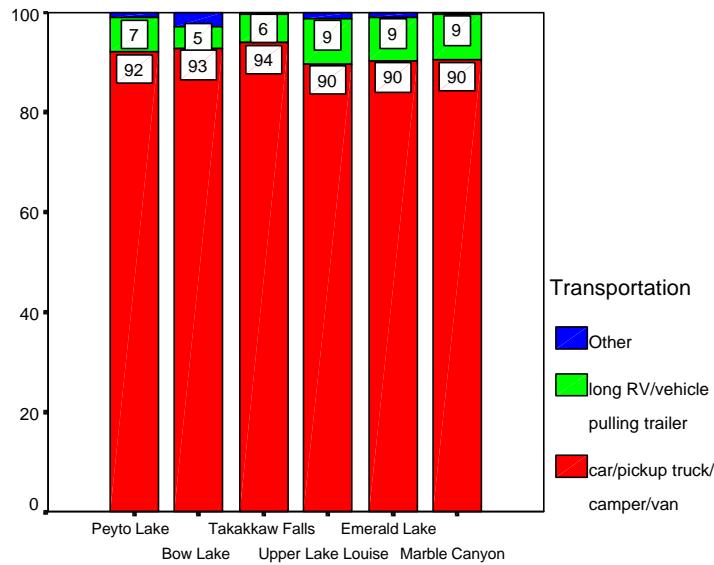
**Figure 9b – Services/Facilities Used in Area**



Day Use Area

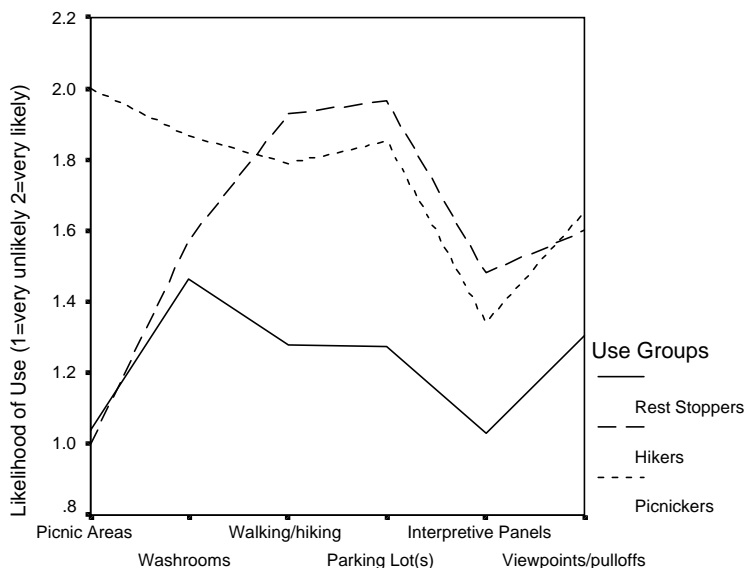
The most common mode of transportation was either a car, a pick up truck, a camper or a van (92%) while very few respondents indicated a long RV or a vehicle pulling trailer (7%).

**Figure 10 – Transportation Used to Site**

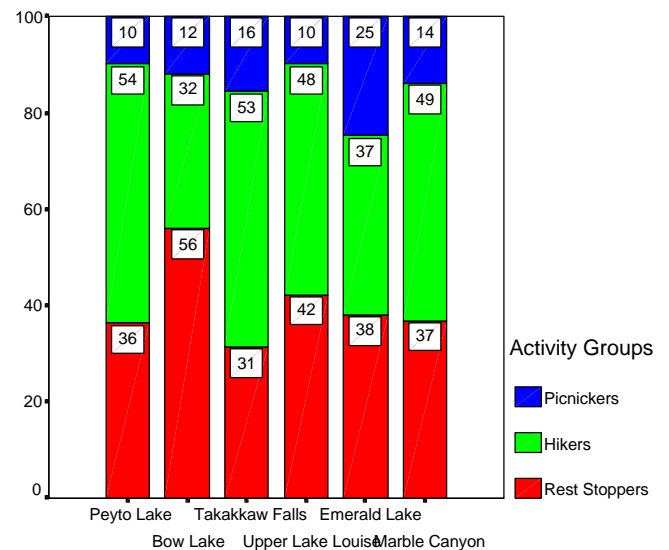


Day-use areas in LLYK receive three main types of visitors based upon their use of services and facilities. “Hikers” are the largest group of visitors (47%). Their main motivation for visiting the sites is to use the hiking/walking trail although they also make use of the parking lot, washrooms and interpretive panels. “Rest Stoppers” are the next largest group at 39% of visitors. They mainly make use of just the washrooms and viewpoint/pulloff. The last group is the “Picnickers” with 14%. As their name implies, they are generally stopping to picnic but also tend to use the trails, washrooms, and parking lot. Peyto Lake, Takakkaw Falls and Marble Canyon receive mainly “Hikers”, Bow Lake receives more than 50% “Rest Stoppers”, Emerald Lake has the highest proportion of “Picnickers” (25% vs. 14% overall), and Upper Lake Louise has about equal numbers of “Hikers” (48%) and “Rest Stoppers” (42%).

**Figure 11a – Facility/Service User Groups**

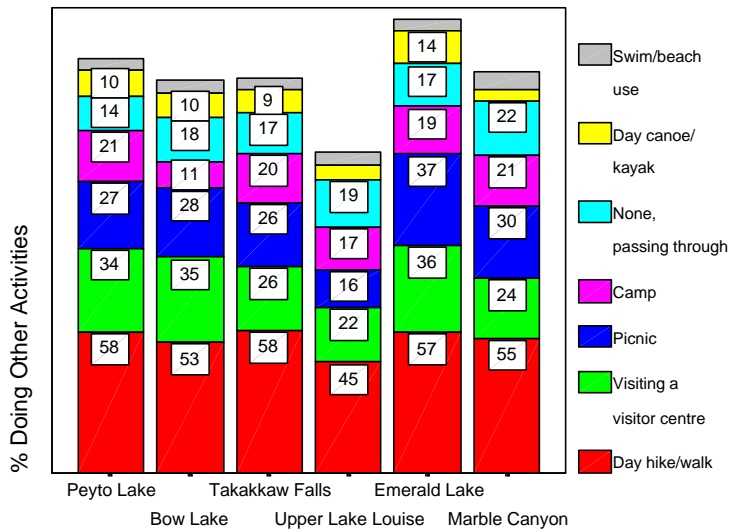


**Figure 11b – Facility/Service User Groups**

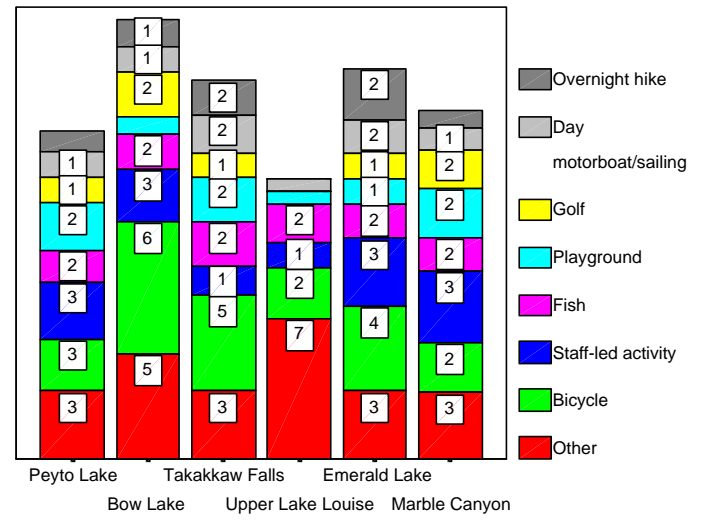


The most popular activities engaged in during the visit to the rest of the Park were day hiking or walking (56%). This holds true for visitors to all day-use areas. Visiting a Visitor Center (30%) and picnicking (28%) were also popular activities among visitors. Patterns do not vary much across day-use areas although “none, passing through” received more response than “picnicking” in Lake Louise.

**Figure 12a – Activities in Rest of Park**



**Figure 12b – Activities in Rest of Park**



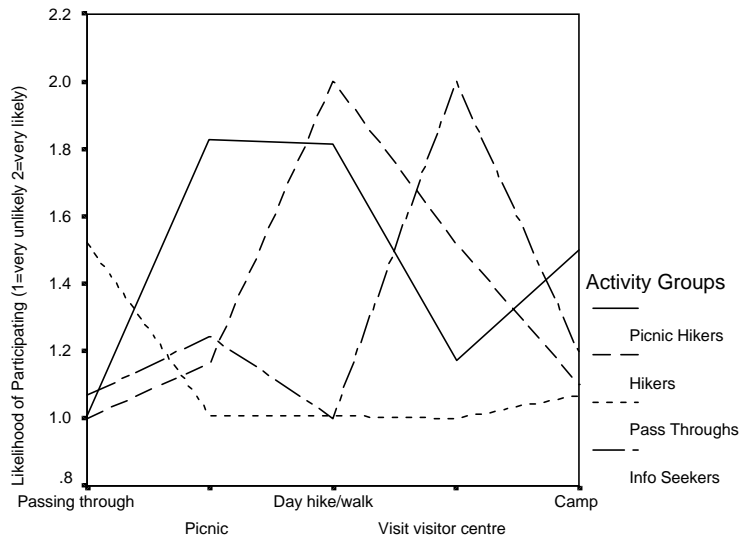
Day Use Area

Day Use Area

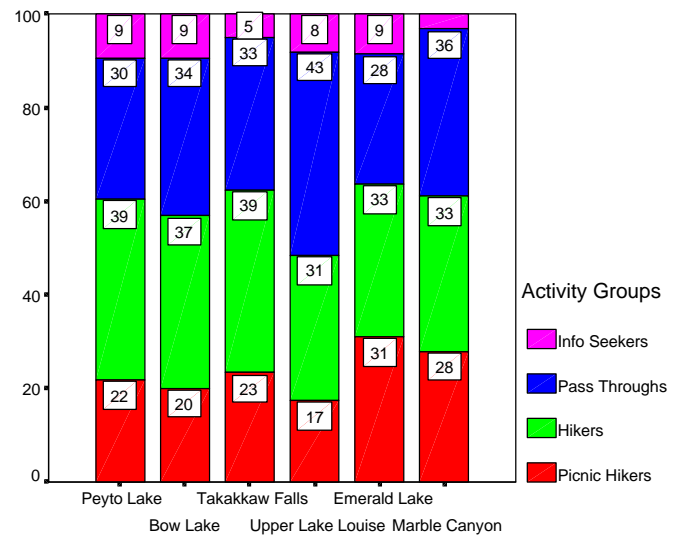
Based upon other activities the respondents participate in throughout the rest of the park, four types of activity groups are evident. “Hikers” form the largest group at almost 36% of the visitors. Their main interest is going for a day hike/walk, but they are also the most likely group to visit a visitor centre. “Pass Throughs” are the second largest group (33%). After their stop at this day-use area, they probably will not be stopping in the park again. The next largest group, at 24% of respondents, is the “Picnic Hikers”. They are interested not only in going for a day hike/walk, but also want to picnic in the park. “Picnic Hikers” are the most likely group to be camping and tend not to visit a visitor centre. “Info Seekers” is the only group to be almost exclusively motivated by visiting a visitor centre. This group is not a large proportion of the total visitors at only 7% overall.

“Hikers” predominantly visit Peyto Lake (39%), Bow Lake (37%) and Takakkaw Falls (39%) day-use areas. This does not mean however, that these people will necessarily day hike at these sites. Instead, this indicates that these visitors have been active at other locations in the parks. “Pass Throughs” are the largest group visiting Upper Lake Louise (44%). This could suggest that although they might be active at Lake Louise, these visitors do not visit many other locations in the parks. Emerald Lake receives proportionately more “Picnic Hikers” than any of the other sites (31% vs. 24% overall). Marble Canyon visitors are a broad mixture of groups although few “Info Seekers” stop (3.2%).

**Figure 13a – Day-Use Area Other Activity Groups**

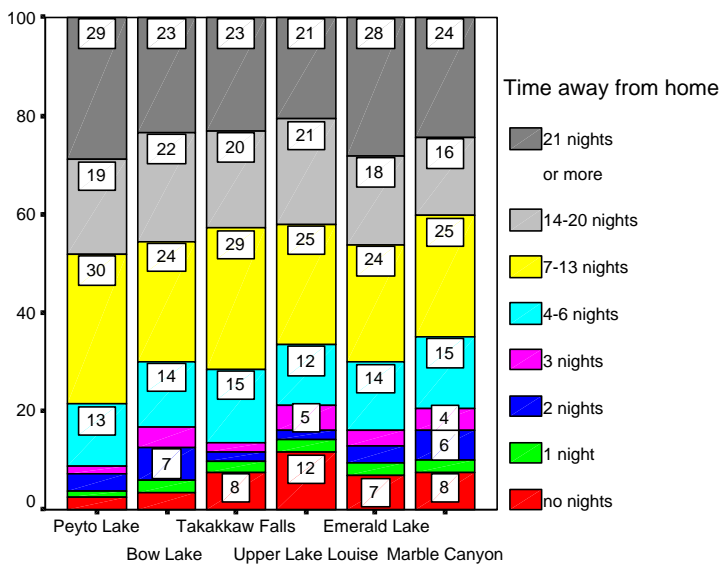


**Figure 13b – Area Other Activity Groups**

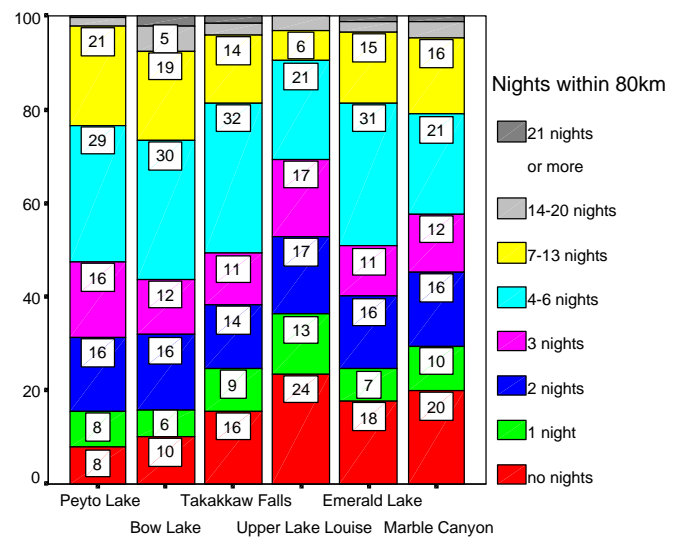


The majority of visitors were away from home for 4 nights or more and 40% stayed between 1 and 3 nights within 80 kilometers of the Park. Visitors to Upper Lake Louise tend to be on shorter trips (on average) than visitors to the other day-use areas.

**Figure 14 – Nights Away from Home**



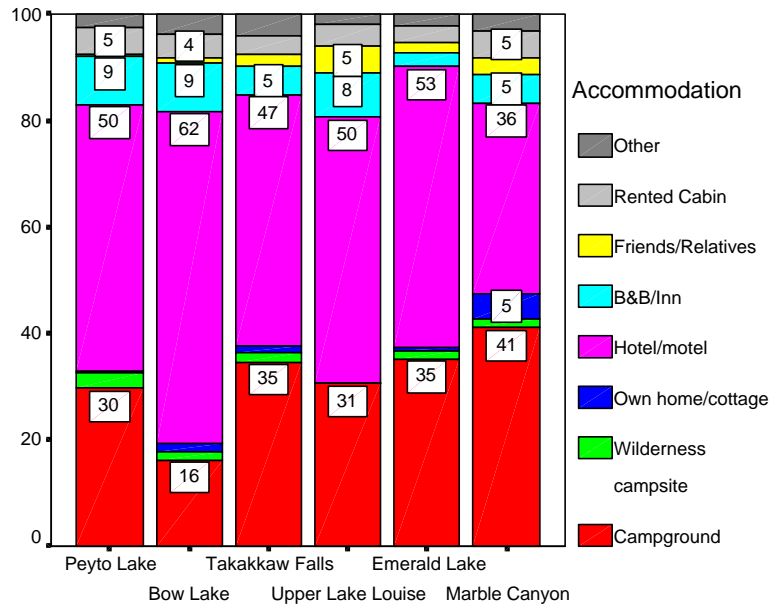
**Figure 15 – Nights within 80km of Park**



The most popular accommodation among visitors who stayed within 80 kilometers of the Park was a hotel or motel (49%). The campgrounds were also popular (32%) among visitors who stayed within 80 kilometers of the Park. Note that visitors at Bow Lake were less likely to stay at a campground than the other visitors (16% compared to 36% for the overall visitors). Conversely, Marble Canyon visitors were most likely to have camped and least likely to have used a hotel/motel.

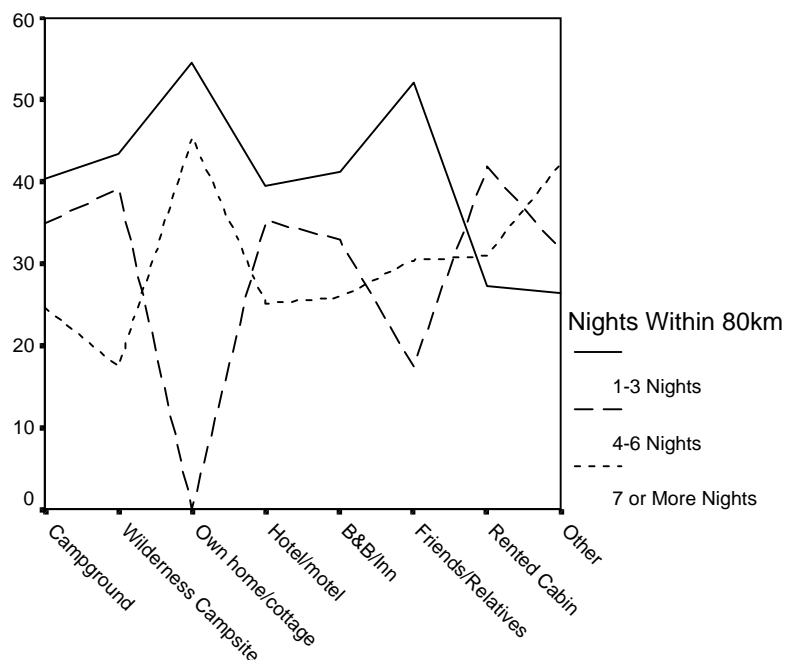


**Figure 16 – Accommodation within 80km of Park**



Comparing lengths of stay with the various options, it can be noted that visitors to the LLYK day-use areas stay for about the same length of time, 1 to 3 nights, regardless of the accommodation type. The only exception is for the people renting cabins. They are more likely to stay for 4 to 6 days than any other period of time.

**Figure 17 –Lengths of Stay at Accommodation**



### How well are we doing?

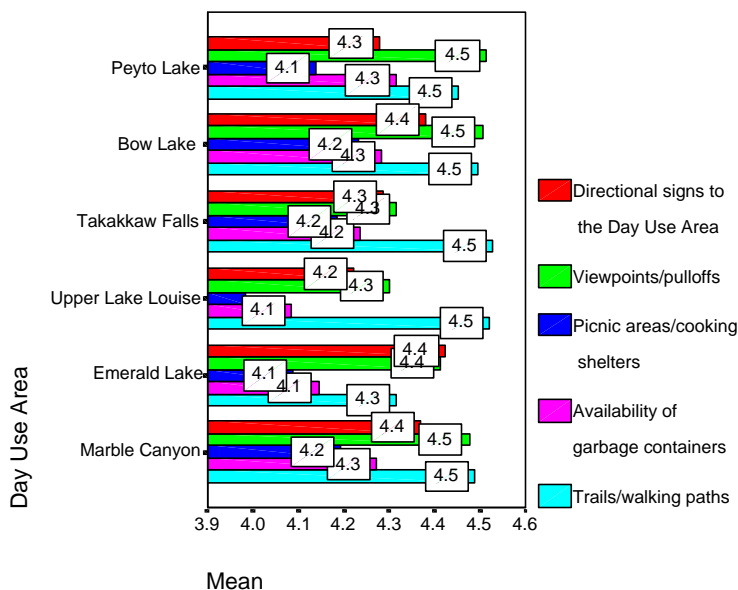
Satisfaction with the visit was evaluated by asking respondents to rate their satisfaction achieved by services and facilities provided at the day-use area as well as their appreciation of the visit as a whole. Respondents were asked to rate a number of items using a scale: 5 = Very good and 1 = Very poor. Respondents were asked to shade N/A for any items they did not use or were not available.

Tables A5a and A5b and the following figures display the mean satisfaction scores, the number of respondents and the standard deviation for each item. A respondent who was indifferent about a service or facility would have rated it at 3. Items with satisfaction scores smaller than 3 are viewed as being problematic and may require some improvement; a number greater than 3 indicates that respondents were somewhat satisfied with the service or facility.

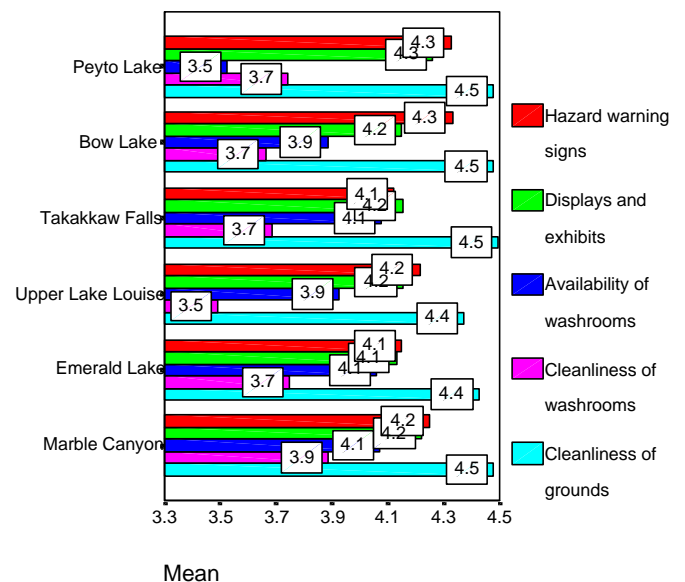
a) *About services and facilities*

Average ratings for all of the areas ranged from 3.73 for washroom cleanliness to 4.47 for the trails and walking paths. There is not much variation between the day-use areas. However, the lack of washroom facilities at Peyto Lake was evident in the rating of 3.5 for availability of washrooms.

**Figure 18a – Service/Facility Ratings**



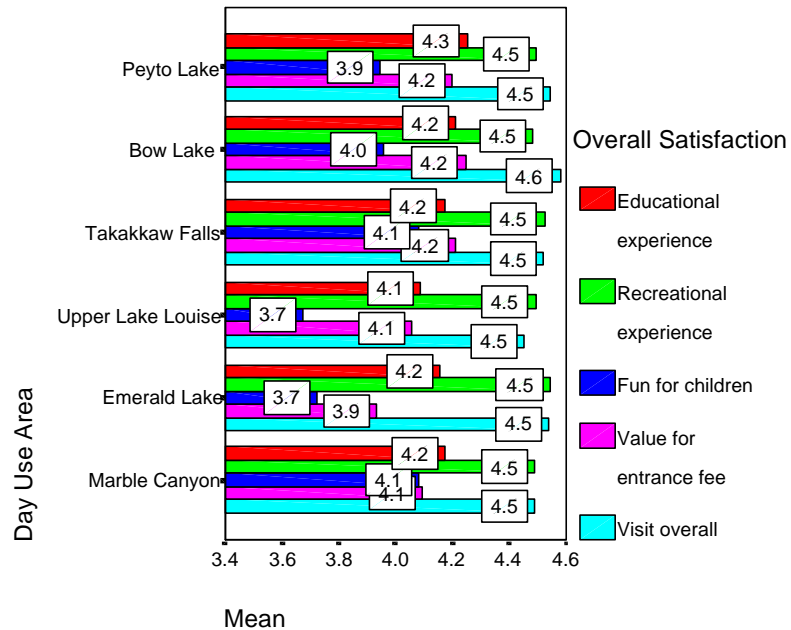
**Figure 18b – Service/Facility Ratings**



b) *About the Overall Satisfaction*

Both the overall visit and the overall visit as a recreational experience scored 4.5, indicating that the visitors rated the overall visit and the overall visit as a recreational experience as ‘better than good’. The overall visit as fun for children scored the lowest at 3.96, with Upper Lake Louise (3.67) and Emerald Lake (3.72) being the least fun. We observe no significant variation across day-use areas.

**Figure 19 – Overall Satisfaction**

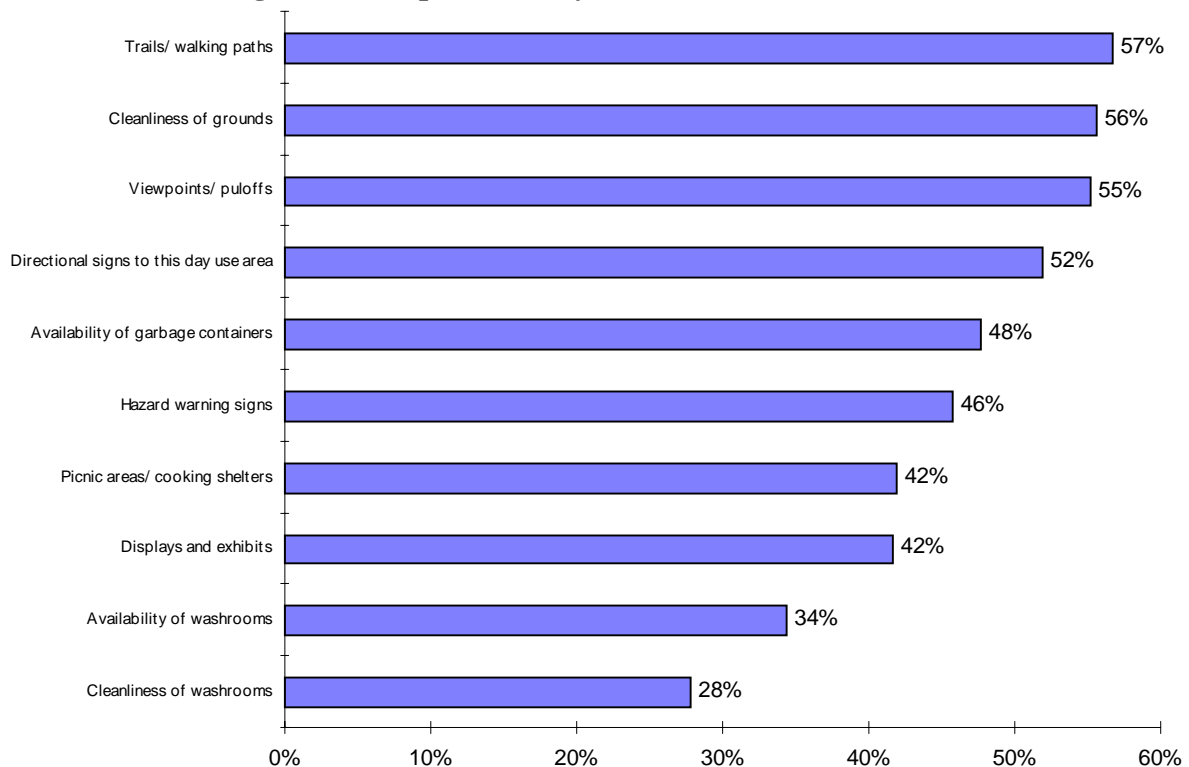


**Top-Box Analysis**

Top-box theory maintains that the only completely satisfied clients are the ones who check the 'top-box' in a survey (e.g. '5' on a scale of 1 to 5). Anything less than the top-box means that there was something the respondent was dissatisfied with. Top-box theory also advocates that at least 40% of scores should land in the top-box if a company is doing a good job of completely satisfying its clients.

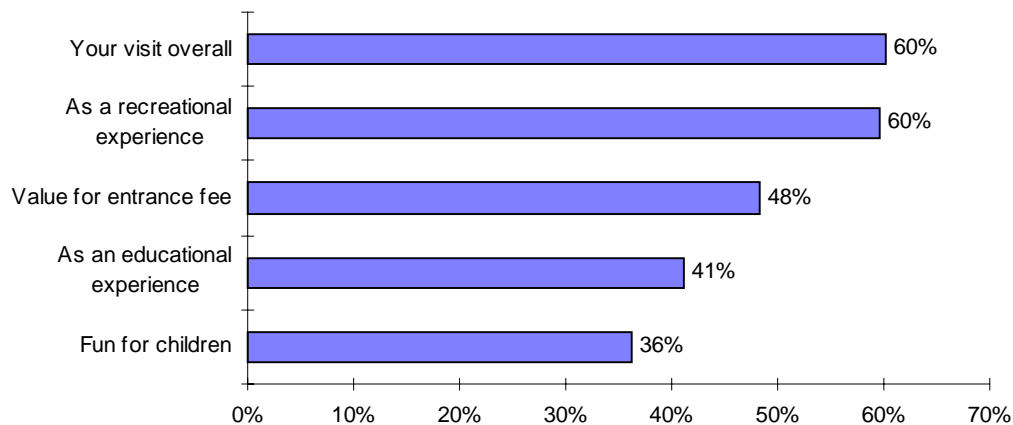
a) *Satisfaction with services and facilities*

Based on Top-box analysis, LLYK National Parks are doing a good job of satisfying their visitors in most of their services and facilities they offer (Figure 4). The availability and especially the cleanliness of the washrooms however, require some improvements since less than 40% of visitors rated these items as 'very good'.

**Figure 20 - Top-Box Analysis: Services and Facilities**

*c) Satisfaction with the Overall Visit*

Sixty-percent of respondents (60%) rated their overall visit and their visit as a recreational experience as 'very good', indicating that LLYK are doing a good job in satisfying their visitors (Figure 5). They are also doing a good job in terms of value for entrance fee and in terms of offering an educational experience. The overall visit as fun for children was rated as 'very good' by 36% of visitors, indicating that some improvements might be required.

**Figure 21 - Top-Box Analysis: Overall Visit**

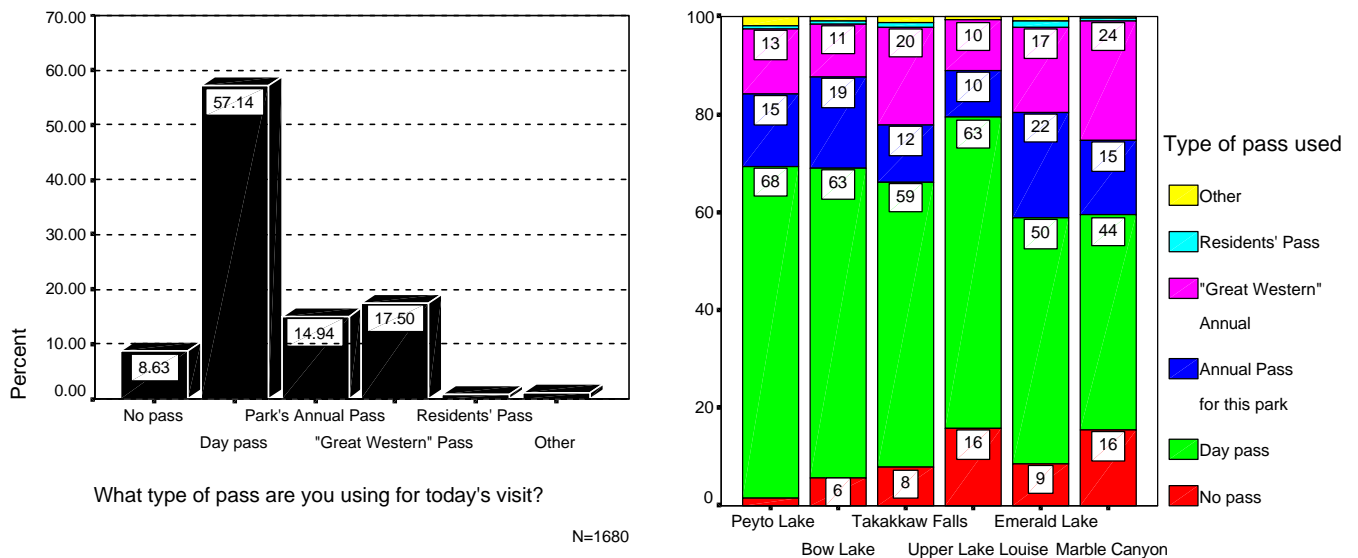
In another question, respondents were asked if Parks Canada could have done something to make their visit better, 33% indicated that no improvements were needed, varying from a low of 34% at Bow Lake and Upper Lake Louise to a high of 43% at Marble Canyon. Twenty-seven percent (27%) mentioned that some improvements were needed. This percentage varies from a low of 22% at Emerald Lake to a high of 33% at Upper Lake Louise. A high percentage (41%) did not answer the question.

**Specific Issues**

Visitors to the day-use areas are mainly using day passes in the parks. Approximately 57% of respondents had day passes (whether using one or several). The “Great Western” Annual Pass was the second most common type of pass used (17%), followed by an annual pass just for the specific park (15%). Almost 9% reported having no pass at all.

While the day pass was most common at all of the sites, a few differences in the other passes used are evident. Annual park specific passes are the second most popular passes for visitors to Peyto Lake, Bow Lake, and Emerald Lake. Visitors to Takakkaw Falls and Marble Canyon are most likely to have the “Great Western” annual pass if they do not have a day pass. Lake Louise is unique however, as the second most common pass used is no pass at all.

**Figure 22 – Type of Pass Used**



Visitors were asked how they were affected by the presence or evidence of three main groups:

- Bus tours;
- Other visitors; and
- Park staff.

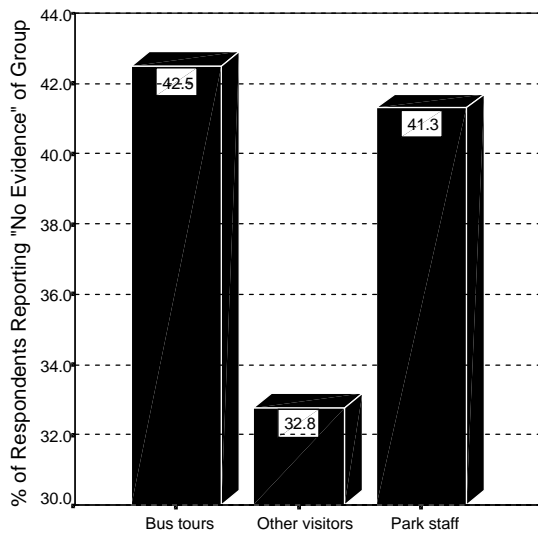
The scale went from 1=“Greatly reduced my enjoyment” to 5=“Greatly increased my enjoyment”. A respondent who was indifferent about these groups would have rated it at 3. Items with scores smaller than 3 are viewed as being problematic and may require some action; a number greater

than 3 indicates that respondents somewhat enjoyed their encounter with other people at the site. Respondents were also given the choice of “No evidence”.

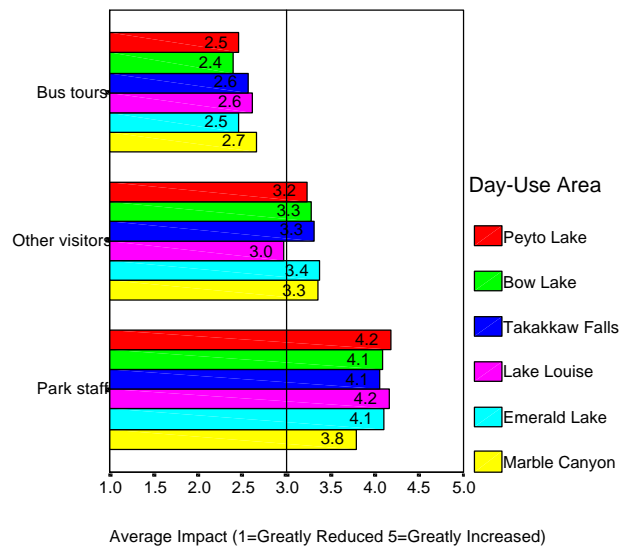
The survey found:

- Many people reported that they had “No evidence” of Bus Tours (43%), Park Staff (41%) or Other People (33%) at the day-use areas. Visitors to Marble Canyon indicated the highest lack of evidence of Bus Tours (72%). Other People were least evident to visitors to Emerald Lake (38%), while Park Staff recorded their highest “No evidence” levels at Marble Canyon and Takakkaw Falls (43% at each location).
- Bus Tours had the least positive impact on the experiences of visitors. The average values for their effect on the enjoyment of respondents ranged from 2.4 at Bow Lake to 2.7 at Marble Canyon.
- Park Staff had the most positive effect. Respondent averages for the various sites had a high of 4.2 at Peyto Lake and Upper Lake Louise and a low of 3.8 at Marble Canyon.
- Generally, Other Visitors impacted somewhat positively on the enjoyment of visitors to the day-use areas. The average impact on visitor experiences had a minimum value of 3.0 at Upper Lake Louise and a maximum of 3.4 at Emerald Lake.

**Figure 23a – Effect of Others on Enjoyment**

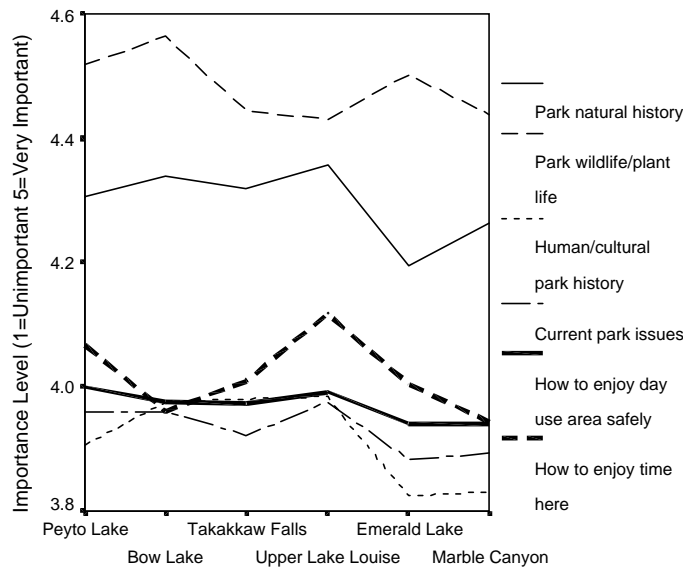


**Figure 23b – Effect of Others on Enjoyment**

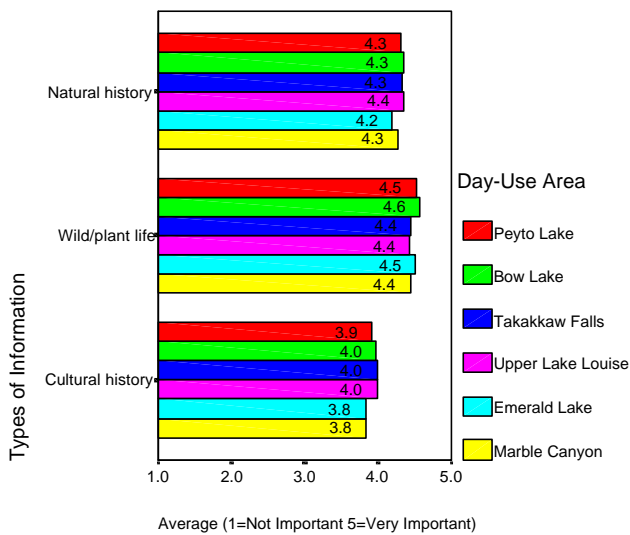


To the respondents, information about park wildlife and plant life is most important at all of the day-use areas. The next most important type of information to visitors, again at all of the sites, is natural history about the park. Following, in order of importance, are information about: how to enjoy their time at the area; how to enjoy the area safely; current park issues; then human or cultural history of the park.

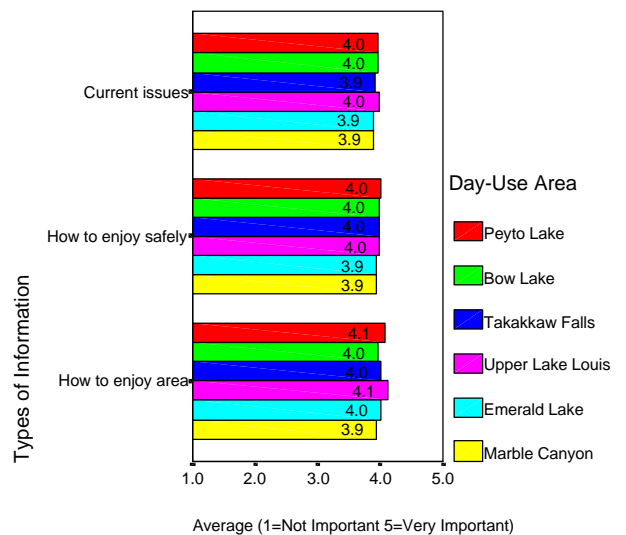
**Figure 24 – Important Types of Info**



**Figure 25a – Average Info Importance**

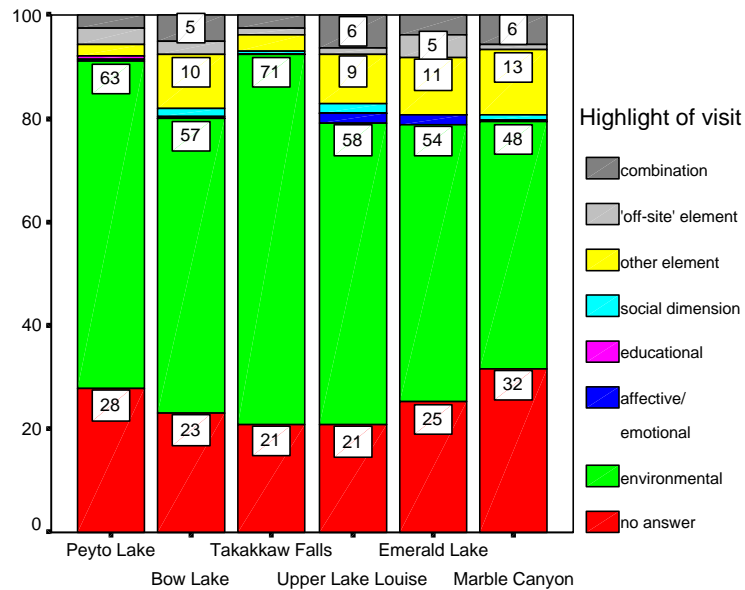


**Figure 25b – Average Info Importance**



Respondents were also asked to explain the highlight of their trip. Figure 26 displays the percentage of respondents who indicated a specific dimension to their trip. Their answers were then coded to reflect a number of “dimensions”.

Most responses were related to some aspect of the environment.

**Figure 26 – Highlight of the Visit**

## Conclusions and Recommendations

LLYK National Parks are providing an overall good visit to the people stopping at the surveyed day-use areas. Respondents also felt that the overall recreational value of their trip was good. Some areas of the facilities and services being offered did need improvement however. This included the availability and cleanliness of washrooms, and the overall level of fun for children.

Washrooms are an important part of the visit to the day-use area. They were used by 57% of respondents ranking them third in use after the parking lot (68%) and the walking/hiking trails (66%). Almost half of the people answering this question reported making use of the viewpoint/pulloff.

LLYK day-use areas have a high percentage of international visitors. Two-thirds are on their first trip to the area and they tend to use park travel guides to gain information about the areas. While looking through the guides, they are most interested in plant and animal life info and least interested in the park's human or cultural history. The information must be passed along quickly though, as 70% stay for 1½ hours or less.

In order of effect on respondent enjoyment of the area, "Parks Canada staff" were rated the highest. "Other visitors to the area", while not as positive an experience for the respondents, was still overall positive. "Bus Tours" had the least positive impact on day-use area visitors. Overall they reduced the enjoyment of respondents.

Examining the specific day-use area sites, some points can be made:

- Peyto Lake receives a high percentage of international visitors compared to the other sites. This probably contributes to the high number of first-time visitors to the area. Park staff are making a good impression on visitors. Based on their activities in the rest of the park or facilities/services used at the site, the majority of visitors to Peyto may be classed as "Hikers". This means that they tend to use the trail for a day hike or walk and frequently visit a visitor centre.



- Visitors to Bow Lake often use road signs to discover the area. They also have a high international percentage of area users. A higher than average number of the visitors uses hotels/motels for accommodation, which may help to explain the higher than normal percentage using their commercial accommodation as their information source. Bow Lake has many “Rest Stoppers” (highly motivated by the washrooms). While many of these people may be classed as “Hikers” they likely do not hike/walk much at Bow Lake. Bus tours have their most negative impact at this area.
- Takakkaw Falls has a high international percentage of visitors. Similar to Peyto, they may be classed as “Hikers”. Respondents saw little evidence of park staff here.
- Upper Lake Louise is very different in many ways to the other day-use areas. They tend to stay for a longer than average period of time. The majority of people stopping are Canadians, generally with a day pass or no pass at all. Visitors to Upper Lake Louise most often already knew about the area or used information from family or friends. Frequently, this was not their first visit to the park nor this day-use area. This demonstrates the importance of word-of-mouth and ensuring visitor satisfaction is maintained. Likely because of its location and reputation, Upper Lake Louise receives a complete mix of visitors. One of the more negative factors affecting the enjoyment of visitors is other visitors to the area.
- Emerald Lake also hosts visitors for a longer than average period of time, like Lake Louise. This day-use area has one of the most varied and balanced populations of users.
- Marble Canyon is a particular favourite for Albertans. Their origin could explain why these visitors have returned to the park so many times in the past 2 years. While there is a mixture of types of people coming to this area, the “Hikers” are most prevalent. Many of the people using this day-use area are campers. Finally, bus tours and park staff are not making much of an impression to area users.

### Appendix 1 – Tables

**Table A1a: About the Visitors to LLYK National Parks**

		Day Use Area						Total
		Peyto Lake	Bow Lake	Takakkaw Falls	Upper Lake Louise	Emerald Lake	Marble Canyon	
Respondent Origin	Alberta	7.6%	9.4%	10.4%	10.6%	9.9%	23.4%	12.3%
	British Columbia	5.6%	3.8%	7.4%	12.4%	9.9%	9.4%	7.8%
	Other Canada	11.9%	9.8%	14.8%	22.4%	13.6%	9.7%	13.0%
	USA	28.4%	27.8%	27.2%	25.5%	22.7%	20.7%	25.4%
	International	40.9%	43.6%	34.6%	21.7%	37.2%	30.9%	35.8%
	Unknown	5.6%	5.6%	5.5%	7.5%	6.6%	5.9%	5.8%
First visit to this National Park?	Yes	69.4%	66.1%	70.4%	53.2%	62.1%	53.5%	63.4%
	No	30.6%	33.9%	29.6%	46.8%	37.9%	46.5%	36.6%
Number of visits during previous 2 yrs	No Visits	43.4%	44.0%	30.5%	48.6%	29.1%	23.1%	34.4%
	One Visit	27.4%	16.0%	24.8%	14.3%	23.3%	14.7%	20.1%
	Two Visits	7.5%	17.3%	23.8%	12.9%	18.6%	14.1%	15.6%
	Three Visits	7.5%	4.0%	2.9%	8.6%	10.5%	6.4%	6.8%
	Four Visits	3.8%	4.0%	5.7%	2.9%	3.5%	11.5%	6.0%
	Five Visits	4.7%	4.0%		1.4%	2.3%	2.6%	2.8%
	Six or more visits	5.7%	10.7%	12.4%	11.4%	12.8%	27.6%	14.8%
First Visit to this Day Use Area	Yes	85.9%	80.7%	81.9%	62.2%	75.9%	70.3%	77.8%
	No	14.1%	19.3%	18.1%	37.8%	24.1%	29.7%	22.2%
Number of visits during previous 2 yrs	No Visits	53.1%	41.5%	38.6%	43.1%	32.2%	29.1%	37.8%
	One Visit	20.4%	24.4%	25.7%	27.6%	16.9%	16.5%	21.3%
	Two Visits	12.2%	12.2%	20.0%	10.3%	22.0%	22.3%	17.6%
	Three Visits	4.1%	2.4%	5.7%	8.6%	6.8%	3.9%	5.3%
	Four Visits	2.0%	4.9%	5.7%	1.7%	5.1%	8.7%	5.3%
	Five Visits		2.4%			3.4%	2.9%	1.8%
	Six or more visits	8.2%	12.2%	4.3%	8.6%	13.6%	16.5%	11.1%

**Table A1b: About the Visitors to LLYK National Parks**

	Overall	Peyto Lake	Bow Lake	Takakkaw Falls	Upper Lake Louise	Emerald Lake	Marble Canyon
<b>Groups with members by age*</b>	(n=1767)	(n=394)	(n=234)	(n=364)	(n=161)	(n=242)	(n=372)
Children (11 or younger)	18%	17%	12%	21%	17%	15%	23%
Teens (12-16)	12%	10%	9%	13%	17%	15%	11%
Young Adults (17-34)	38%	38%	34%	41%	37%	41%	35%
Adults (35-54)	54%	52%	53%	56%	58%	48%	54%
Older Adults (55 or older)	32%	30%	36%	28%	35%	31%	34%
<b>Average party size</b>	(n=1712)	(n=380)	(n=226)	(n=350)	(n=157)	(n=232)	(n=367)
	2.9	2.7	2.8	3.0	3.1	3.0	2.9
<b>Language of Choice</b>	(n=1767)	(n=394)	(n=234)	(n=364)	(n=161)	(n=242)	(n=372)
French	3%	4%	3%	3%	3%	7%	2%
English	97%	96%	97%	97%	98%	93%	98%

- Percentages may not add to 100% because each party was allowed to make multiple answers.

**Table A2: About the Visitors' Trips**

	By Day-use Area						
	Overall	Peyto Lake	Bow Lake	Takakkaw Falls	Upper Lake Louise	Emerald Lake	Marble Canyon
<b>Source of information*</b>	(n=1767)	(n=394)	(n=234)	(n=364)	(n=161)	(n=242)	(n=372)
Park guide/ brochure	31%	37%	20%	36%	19%	32%	31%
Other travel guide/ brochure	26%	24%	27%	34%	14%	29%	25%
Road signs	22%	25%	38%	15%	14%	13%	24%
Family/ friends	17%	16%	11%	15%	32%	20%	15%
Tourist Info Centre	15%	16%	10%	17%	16%	22%	11%
Have always known	13%	8%	9%	8%	26%	13%	19%
Park staff	4%	3%	2%	4%	4%	6%	3%
Internet	4%	4%	5%	4%	2%	4%	2%
Other source	3%	3%	5%	4%	1%	3%	2%
Commercial accommodation	1%	0%	0%	1%	1%	2%	1%
<b>Length of Stay in the Day-use area</b>	(n=1656)	(n=366)	(n=216)	(n=341)	(n=147)	(n=228)	(n=358)
Less than 30 minutes	13%	17%	22%	6%	5%	9%	14%
Between 30 minutes and 1 hour	37%	49%	34%	33%	29%	23%	43%
Between 1 hour and 1 1/2 hour	20%	17%	15%	27%	16%	16%	24%
Between 1 1/2 hour and 2 hours	5%	1%	4%	8%	6%	10%	5%
Between 2 and 3 hours	9%	4%	6%	11%	19%	16%	6%
Between 3 and 4 hours	5%	3%	4%	7%	5%	10%	2%
More than 5 hours	11%	10%	15%	8%	20%	17%	7%
<b>Services and facilities used during visit</b>	(n=1767)	(n=394)	(n=234)	(n=364)	(n=161)	(n=242)	(n=372)
Parking lot(s)	68%	66%	59%	75%	71%	74%	65%
Walking/ hiking trails	66%	73%	43%	71%	56%	62%	75%
Washrooms	57%	26%	69%	60%	70%	76%	62%
Viewpoints/ pulloffs	49%	56%	45%	57%	48%	50%	37%
Interpretive panels	29%	33%	18%	32%	26%	28%	29%
Picnic areas	16%	10%	15%	17%	11%	26%	17%
Beach	3%	1%	10%	1%	3%	4%	1%
Other	2%	0%	9%	0%	3%	5%	1%
Pinch shelters	2%	1%	1%	2%	3%	5%	2%
Shuttle bus	1%	2%	1%	0%	1%	1%	0%
Bicycling paths	1%	0%	1%	1%	2%	1%	1%
<b>Mode of Transportation*</b>	(n=1696)	(n=376)	(n=221)	(n=347)	(n=157)	(n=228)	(n=367)
Car/ pickup truck/ camper/ van	92%	92%	93%	94%	90%	90%	91%
Long RV/ vehicle pulling trailer	7%	7%	5%	6%	9%	9%	9%
Other	1%	1%	3%	0%	1%	1%	0%

\* Percentages may not add to 100% because each party was allowed to make multiple answers.

**Table A3****Service & Facility User Groups at each Day-Use Area**

			Day-Use Area					Total	
			Peyto Lake	Bow Lake	Takakkaw Falls	Upper Lake Louise	Emerald Lake		Marble Canyon
Service & Facility User Groups	Rest Stoppers	Count	143	131	114	68	92	137	685
		% within Day-Use Area	36.3%	56.0%	31.3%	42.2%	38.0%	36.8%	38.8%
		% of Total	8.1%	7.4%	6.5%	3.8%	5.2%	7.8%	38.8%
	Hikers	Count	212	75	193	77	90	183	830
		% within Day-Use Area	53.8%	32.1%	53.0%	47.8%	37.2%	49.2%	47.0%
		% of Total	12.0%	4.2%	10.9%	4.4%	5.1%	10.4%	47.0%
	Picnickers	Count	39	28	57	16	60	52	252
		% within Day-Use Area	9.9%	12.0%	15.7%	9.9%	24.8%	14.0%	14.3%
		% of Total	2.2%	1.6%	3.2%	.9%	3.4%	2.9%	14.3%
Total	Count	394	234	364	161	242	372	1767	
	% within Day-Use Area	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	
	% of Total	22.3%	13.2%	20.6%	9.1%	13.7%	21.1%	100.0%	

**Table A4: About the Visitors' Trips**

	Overall	By Day-use Area					
		Peyto Lake	Bow Lake	Takakkaw Falls	Upper Lake Louise	Emerald Lake	Marble Canyon
<b>Other Activities during visit to the rest of the Park</b>	(n=1767)	(n=394)	(n=234)	(n=364)	(n=161)	(n=242)	(n=372)
Day hiking or walking	56%	58%	53%	58%	45%	57%	55%
Visit a Visitor Center	30%	34%	35%	26%	22%	36%	25%
Picnicking	28%	27%	28%	26%	16%	37%	30%
Camping	19%	21%	11%	20%	17%	19%	21%
None Passing Through	18%	14%	18%	17%	19%	17%	22%
Canoeing or kayaking	9%	10%	10%	9%	6%	14%	5%
Swimming	6%	5%	6%	5%	5%	5%	7%
Other activities	4%	3%	5%	3%	7%	3%	3%
Cycling	4%	3%	6%	5%	3%	4%	2%
Staff-led activities	3%	3%	3%	1%	1%	3%	4%
Fishing	2%	2%	2%	2%	2%	2%	2%
Using Playgrounds	2%	2%	1%	2%	1%	1%	2%
Golfing	1%	1%	2%	1%	0%	1%	2%
Day motorboating/sailing	1%	1%	1%	2%	1%	2%	1%
Overnight hiking	1%	1%	1%	2%	0%	3%	1%
<b>Nights away from home on this trip</b>	(n=1697)	(n=374)	(n=222)	(n=350)	(n=155)	(n=234)	(n=362)
No nights	6%	3%	4%	8%	12%	7%	8%
1 night	2%	1%	2%	2%	3%	3%	3%
2 nights	4%	4%	7%	2%	2%	3%	6%
3 nights	3%	2%	4%	2%	5%	3%	4%
4-6 nights	14%	13%	14%	15%	12%	14%	15%
7-13 nights	27%	31%	24%	29%	25%	24%	25%
14-20 nights	19%	19%	22%	20%	21%	18%	16%
21 nights or more	25%	29%	23%	23%	21%	28%	24%
<b>Nights within 80 km of the Park</b>	(n=1565)	(n=356)	(n=212)	(n=317)	(n=136)	(n=215)	(n=329)
No nights	10%	5%	9%	10%	15%	12%	14%
1 night	9%	8%	6%	10%	13%	7%	11%
2 nights	17%	16%	17%	15%	18%	17%	17%
3 nights	14%	17%	13%	12%	18%	11%	14%
4-6 nights	29%	30%	30%	35%	24%	33%	23%
7-13 nights	17%	22%	20%	15%	7%	16%	17%
14-20 nights	3%	2%	4%	3%	3%	2%	3%
21 nights or more	1%	0%	1%	2%	0%	1%	1%
<b>Accommodation within 80km of the Park</b>	(n=1513)	(n=346)	(n=204)	(n=307)	(n=123)	(n=215)	(n=318)
Did not stay in the area	14%	8%	9%	14%	20%	15%	17%
Stayed	87%	92%	91%	86%	80%	85%	83%
For those who stayed, accommodation used	(n=1308)	(n=317)	(n=185)	(n=263)	(n=98)	(n=182)	(n=263)
Hotel/ motel	49%	50%	62%	47%	50%	53%	36%
Campground	32%	30%	16%	35%	31%	35%	41%
B&B/ Inn	7%	9%	9%	5%	8%	3%	5%
Rented a cabin	4%	5%	4%	3%	4%	3%	5%
Other	3%	3%	4%	4%	2%	2%	3%
Friends/ relatives	2%	0%	1%	2%	5%	2%	3%
Wilderness campsite	2%	3%	2%	2%	0%	2%	2%
My home/ cottage	2%	0%	2%	1%	0%	1%	5%

**Table A5**

**Activity Groups at each Day-Use Area**

			Day-Use Area					Total	
			Peyto Lake	Bow Lake	Takakkaw Falls	Upper Lake Louise	Emerald Lake		Marble Canyon
Activity Groups	Picnic Hikers	Count	86	47	85	28	75	104	425
		% within Day-Use Area	21.8%	20.1%	23.4%	17.4%	31.0%	28.0%	24.1%
		% of Total	4.9%	2.7%	4.8%	1.6%	4.2%	5.9%	24.1%
	Day Hikers	Count	152	86	142	50	79	123	632
		% within Day-Use Area	38.6%	36.8%	39.0%	31.1%	32.6%	33.1%	35.8%
		% of Total	8.6%	4.9%	8.0%	2.8%	4.5%	7.0%	35.8%
	Pass Throughs	Count	119	79	119	70	67	133	587
		% within Day-Use Area	30.2%	33.8%	32.7%	43.5%	27.7%	35.8%	33.2%
		% of Total	6.7%	4.5%	6.7%	4.0%	3.8%	7.5%	33.2%
	Info Seekers	Count	37	22	18	13	21	12	123
		% within Day-Use Area	9.4%	9.4%	4.9%	8.1%	8.7%	3.2%	7.0%
		% of Total	2.1%	1.2%	1.0%	.7%	1.2%	.7%	7.0%
Total		Count	394	234	364	161	242	372	1767
		% within Day-Use Area	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
		% of Total	22.3%	13.2%	20.6%	9.1%	13.7%	21.1%	100.0%

**Table A6a: Level of Satisfaction with Services and Facilities**

Day Use Area		Directional signs to the Day Use Area	Viewpoints/pulloffs	Picnic areas/cooking shelters	Availability of garbage containers	Trails/walking paths
Peyto Lake	Mean	4.28	4.51	4.14	4.31	4.45
	N	367	359	180	296	336
	Std. Deviation	.85	.70	.90	.83	.70
Bow Lake	Mean	4.38	4.50	4.23	4.28	4.50
	N	213	212	133	190	169
	Std. Deviation	.81	.71	.89	.87	.65
Takakkaw Falls	Mean	4.29	4.31	4.19	4.24	4.53
	N	343	340	210	289	305
	Std. Deviation	.84	.82	.89	.82	.62
Upper Lake Louise	Mean	4.22	4.30	3.98	4.09	4.52
	N	144	133	63	117	117
	Std. Deviation	.90	.78	.91	.85	.66
Emerald Lake	Mean	4.42	4.41	4.09	4.14	4.32
	N	225	221	159	195	190
	Std. Deviation	.78	.70	.92	.95	.79
Marble Canyon	Mean	4.37	4.48	4.19	4.27	4.49
	N	351	332	213	301	320
	Std. Deviation	.87	.70	.86	.92	.74
Total	Mean	4.33	4.43	4.16	4.24	4.47
	N	1643	1597	958	1388	1437
	Std. Deviation	.84	.74	.89	.87	.70

**Table A6b: Level of Satisfaction with Services and Facilities (continued)**

Day Use Area		Hazard warning signs	Displays and exhibits	Availability of washrooms	Cleanliness of washrooms	Cleanliness of grounds
Peyto Lake	Mean	4.32	4.26	3.52	3.74	4.48
	N	302	327	309	264	349
	Std. Deviation	.80	.82	1.17	1.03	.66
Bow Lake	Mean	4.33	4.15	3.88	3.66	4.48
	N	188	179	206	200	212
	Std. Deviation	.78	.84	1.02	1.12	.67
Takakkaw Falls	Mean	4.12	4.15	4.08	3.68	4.49
	N	287	302	315	293	328
	Std. Deviation	.91	.82	1.00	1.17	.66
Upper Lake Louise	Mean	4.21	4.15	3.93	3.49	4.37
	N	117	118	136	132	140
	Std. Deviation	.87	.84	.92	1.09	.70
Emerald Lake	Mean	4.15	4.13	4.06	3.75	4.43
	N	187	186	214	211	216
	Std. Deviation	.95	.97	.95	1.10	.73
Marble Canyon	Mean	4.25	4.22	4.07	3.89	4.48
	N	311	310	325	305	343
	Std. Deviation	.87	.83	1.02	1.01	.67
Total	Mean	4.23	4.19	3.92	3.73	4.46
	N	1392	1422	1505	1405	1588
	Std. Deviation	.87	.85	1.05	1.09	.68

**Table A7: Level of Satisfaction with Overall Visit**

Day Use Area		Overall visit as an educational experience	Overall visit as a recreational experience	Overall visit as fun for children	Value for entrance fee	Visit overall
Peyto Lake	Mean	4.25	4.49	3.95	4.20	4.54
	N	330	348	130	329	355
	Std. Deviation	.83	.65	.97	1.05	.64
Bow Lake	Mean	4.21	4.48	3.96	4.24	4.58
	N	183	196	70	188	204
	Std. Deviation	.90	.73	1.01	.98	.63
Takakkaw Falls	Mean	4.17	4.52	4.08	4.21	4.52
	N	299	313	140	287	324
	Std. Deviation	.81	.65	.85	.91	.65
Upper Lake Louise	Mean	4.09	4.49	3.67	4.06	4.45
	N	123	136	55	126	139
	Std. Deviation	.87	.74	1.14	1.15	.70
Emerald Lake	Mean	4.15	4.54	3.72	3.93	4.54
	N	195	210	76	193	212
	Std. Deviation	.78	.64	1.27	1.12	.59
Marble Canyon	Mean	4.18	4.49	4.08	4.10	4.49
	N	301	326	148	293	326
	Std. Deviation	.80	.72	.95	1.06	.66
Total	Mean	4.19	4.50	3.96	4.14	4.52
	N	1431	1529	619	1416	1560
	Std. Deviation	.82	.68	1.01	1.04	.64

**Table A8 – Affect of Others on Enjoyment of Area**

			Day-Use Area						Table Total	
			Peyto Lake	Bow Lake	Takakkaw Falls	Upper Lake Louise	Emerald Lake	Marble Canyon		
Bus tours	Greatly reduced my enjoyment	Count	53	26	26	16	27	13	165	
		Area %	16.8%	13.5%	8.8%	13.2%	13.2%	4.6%	11.3%	
	2	Count	62	38	53	17	40	20	238	
		Area %	19.7%	19.8%	17.9%	14.0%	19.6%	7.0%	16.3%	
	3	Count	93	47	70	31	41	34	320	
		Area %	29.5%	24.5%	23.6%	25.6%	20.1%	11.9%	22.0%	
	4	Count	20	8	16	9	12	5	73	
		Area %	6.3%	4.2%	5.4%	7.4%	5.9%	1.8%	5.0%	
	Greatly increased my enjoyment	Count	10	4	7	5	7	7	42	
		Area %	3.2%	2.1%	2.4%	4.1%	3.4%	2.5%	2.9%	
	No evidence	Count	77	69	124	43	77	206	619	
		Area %	24.4%	35.9%	41.9%	35.5%	37.7%	72.3%	42.5%	
	Other visitors	Greatly reduced my enjoyment	Count	7	3	7	9	5	5	40
			Area %	2.2%	1.6%	2.3%	7.3%	2.4%	1.7%	2.7%
2		Count	20	12	17	15	10	11	88	
		Area %	6.3%	6.3%	5.6%	12.2%	4.8%	3.7%	5.9%	
3		Count	123	69	115	37	59	118	527	
		Area %	38.8%	36.5%	38.2%	30.1%	28.4%	39.7%	35.6%	
4		Count	55	30	54	17	40	41	244	
		Area %	17.4%	15.9%	17.9%	13.8%	19.2%	13.8%	16.5%	
Greatly increased my enjoyment		Count	15	12	22	7	14	25	96	
		Area %	4.7%	6.3%	7.3%	5.7%	6.7%	8.4%	6.5%	
No evidence		Count	97	63	86	38	80	97	485	
		Area %	30.6%	33.3%	28.6%	30.9%	38.5%	32.7%	32.8%	
Park staff		Greatly reduced my enjoyment	Count	1	1		1		1	4
			Area %	.3%	.5%		.8%		.3%	.3%
	2	Count	1	2		1	3	1	8	
		Area %	.3%	1.1%		.8%	1.5%	.3%	.6%	
	3	Count	40	26	56	13	30	70	239	
		Area %	13.4%	14.1%	19.2%	10.9%	14.9%	24.2%	16.8%	
	4	Count	65	42	45	26	40	52	276	
		Area %	21.7%	22.8%	15.5%	21.8%	19.9%	18.0%	19.4%	
	Greatly increased my enjoyment	Count	77	42	65	29	48	40	310	
		Area %	25.8%	22.8%	22.3%	24.4%	23.9%	13.8%	21.7%	
	No evidence	Count	115	71	125	49	80	125	589	
		Area %	38.5%	38.6%	43.0%	41.2%	39.8%	43.3%	41.3%	
	Table Total	Count	394	234	364	161	242	372	1825	
		Area %	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	