2005 Campground Satisfaction Assessment Program

A Survey of Campers to LLYK’s Front Country Campgrounds in the Summer of 2005:
  Kicking Horse
  Lake Louise Tent/Trailer
  Redstreak

Prepared by the Social Science Unit
Western and Northern Service Centre
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</table>
The Banff Field Unit has conducted a full campground survey every year since 1999
- other Field Units (LLYK, Jasper, Pacific Rim, Prince Albert, and Waterton Lakes) have conducted the full survey or the performance feedback card occasionally during this period
- repeated administration of this survey has led to the development of a suite of questions focused on assessing and explaining campers satisfaction, with updates and improvements incorporated each year
- repeating the survey each (or every few) year(s) allows for comparisons to be made between years and allow for the examination of trends over time

Throughout this period, every effort has been made to minimize the impact of distribution on campground staff and the campground operation
- the distribution of surveys/feedback cards has been amended to incorporate a “wave” format where every new camper registering for the first time is given a card until all the cards from that wave have been distributed

There was a sharp decrease in the number of performance feedback cards handed out at both Lake Louise and Redstreak campgrounds in 2005

The response rate at Kicking Horse dropped dramatically (to 16%, down from 30% in 2004)
- the potential negative impact of this drop in return rate on the results was mediated by the fact that staff in Kicking Horse were able to distribute more cards (1,100) than ever before

A review of the distribution method for the performance feedback cards with staff in LLYK is recommended prior to the next study so that the distribution system will:
- recognize the contribution made by staff in handing out the cards in the performance of their duties,
- ensure a representative sample of campers in each campground, and
- minimize the demands that we place on campers in our attempts to assess performance
About this survey

- This report presents results from the 2005 survey of campers in the LLYK Field Unit
  - respondents were randomly selected from the following campgrounds
    - Kicking Horse
    - Lake Louise Tent and Trailer areas
    - Redstreak

- The survey’s objectives were to:
  - determine satisfaction with the camping experience,


There was a decrease in the number of returned cards
- distribution appeared to be an issue at Lake Louise (only 900 of 1,800 cards were distributed) and Redstreak (1,200 distributed, down from 1,500 in 2004)
- At Kicking Horse, the response rate dropped to 16% (down from 30% in 2004)

Interpreting results
- campers were randomly selected from the population of all campers who stayed at the campground during the survey period
- the analysis assumes a response that is representative of all campers in each campground during the survey period and all responses are weighted to represent the population of occupied sites in the three campgrounds during the survey period
- there is a degree of error associated with samples that is based on the sample size in relation to the population. This is referred to as the “margin of error” (for example, with a margin of error of ± 5%, if 42% of the respondents answered yes to a question, the true value should lie between 37% and 47%)
- the margin of error for each campground is provided below based on a confidence interval of 95%. The confidence interval refers to how confident we can be that the true value lies within the range of values associated with the margin of error. In this example, we are 95% confident the true value lies between 37% and 47%
- overall, the 767 returned questionnaires have an associated margin of error of ±5.0% when representing the 43,134 occupied sites during the survey period

767 Returned Questionnaires
1,401 Returned Questionnaires in 2004

<table>
<thead>
<tr>
<th>Campground</th>
<th>Surveys Distributed</th>
<th>Valid Responses</th>
<th>Response Rate</th>
<th>Margin of Error</th>
</tr>
</thead>
<tbody>
<tr>
<td>Kicking Horse</td>
<td>1,100</td>
<td>175</td>
<td>16%</td>
<td>± 7.6%</td>
</tr>
<tr>
<td>Lake Louise</td>
<td>900</td>
<td>236</td>
<td>26%</td>
<td>± 6.5%</td>
</tr>
<tr>
<td>Redstreak</td>
<td>1,200</td>
<td>356</td>
<td>30%</td>
<td>± 5.3%</td>
</tr>
</tbody>
</table>
Measuring satisfaction

- Respondents rate their satisfaction with the campground’s facilities and services
  - on a scale from 1 to 5, where 1 means ‘not at all satisfied’ and 5 means ‘very satisfied’
  - full results are presented in the appendices

- This report uses three measures of visitor satisfaction:
  - mean (average) scores are described as either:
    - very good = 4.00 or higher
    - may need attention = below 4.00
    - taken alone, averages do not reveal the proportion of campers who are completely satisfied nor those who are dissatisfied, so two other measures are included
  - “top box” scores suggest the proportion of completely satisfied clients
    - research in consumer behaviour has shown that totally satisfied respondents (top box) have a very low likelihood of switching to an alternative product or service, whereas those rating 4 or lower have a significantly higher propensity to switch.
    - the Parks Canada standard for a well-run facility or service is having 50% of respondents choose the top box
  - “low box” scores, on the other hand, suggest the proportion of dissatisfied clients
    - this report considers scores of 1, 2 or 3 out of 5 to be low box scores
    - any facility or service where more than 15% of the campers chose the “low boxes” may warrant management attention
    - the Parks Canada standard for a well-run facility or service is having 85% of respondents choose the top two boxes (4.5 and 5/5)
      - this standard has been restated for these reports as the proportion scoring in the low-boxes to more clearly identify the measure being used and to avoid confusing explanations of the results

- This report uses a traffic light system to summarise the three satisfaction measures
  - ○ ○ ◼ The green light indicates high satisfaction (all three measures above the thresholds described above)
  - ○ ◼ ◼ The amber light indicates good satisfaction (one of the three measures failed to meet the thresholds)
  - ◼ ◼ ◼ The red light indicates low satisfaction (two or three of the measures failed to meet the thresholds)
Overall summary of camper satisfaction

- Overall, satisfaction with the ‘overall camping experience’ received a ‘yellow light’ rating, however each campground surveyed scored differently on this item
  - detailed results for each campground are presented in the following pages, full results are presented in the Appendix
- While many satisfaction items still received “green light’ ratings, changes from 2004 results are in slightly lower scores
- Another important measure of quality service is the likelihood of campers recommending the campground to their friends and/or family
  - in all three campgrounds, more than half the campers reported that they would be ‘very likely’ to recommend this campground to their friend and/or family

**Areas of Higher Satisfaction**

- Friendliness andCourtesy of Kiosk Staff
  - this item received the highest proportion of satisfaction ratings of 5/5 (and the highest mean score) in all three campgrounds
- Feeling of Safety and Security
  - largely unchanged from 2004, this item received a ‘green light’ rating in all three campgrounds
- Cleanliness of Campsite
  - this receives a ‘green light’ rating in all three campgrounds
- Likelihood of Recommending to Friends/Family
  - a ‘green light’ item in all campgrounds, with the highest likelihood reported in Redstreak

**Areas of Lower Satisfaction**

- Condition of facilities
  - this item received the lowest satisfaction scores in all campgrounds, with all scores lower than in 2004
  - this item also scores lower in LLYK than in all other participating Field Units (Banff, Jasper, and Prince Albert)
- Cleanliness of washrooms
  - a ‘red light’ item in all campgrounds, with the exception of Redstreak
- The overall camping experience
  - A ‘yellow light’ item across all campgrounds, with Lake Louise receiving a ‘red light’ in camper satisfaction
Satisfaction at-a-glance: LLYK Campgrounds

- Scores for satisfaction with the ‘feelings of safety and security’ were significantly higher in LLYK than in any other Field Unit.
- The satisfaction scores resulting in the ‘red light’ for ‘cleanliness of washrooms’ were consistent with the results from all Field Units (Banff, Jasper, and Prince Albert).
- Satisfaction scores for the ‘condition of facilities’ were noticeably lower in LLYK than in the other Field Units.
- Campers’ satisfaction with the ‘overall camping experience’ was also lower in LLYK than in other three Field Units.
- The lower rating for satisfaction with the ‘overall camping experience’ can be linked to the lower satisfaction with the ‘condition of facilities,’ as none of the other satisfaction items scored noticeably lower in LLYK than in the combined results from the other Field Units.

### Campground Satisfaction Items

<table>
<thead>
<tr>
<th>Satisfaction Item</th>
<th>LLYK</th>
<th>Other Field Units</th>
</tr>
</thead>
<tbody>
<tr>
<td>Quality of scenery</td>
<td>🟢🟦🟦</td>
<td>🟢🟦🟦</td>
</tr>
<tr>
<td>Condition of facilities</td>
<td>🟦🟦🟦</td>
<td>🟦🟦🟦</td>
</tr>
<tr>
<td>Cleanliness of campsite</td>
<td>🟢🟦🟦</td>
<td>🟢🟦🟦</td>
</tr>
<tr>
<td>Cleanliness of washrooms</td>
<td>🟦🟦🟦</td>
<td>🟦🟦🟦</td>
</tr>
<tr>
<td>Feeling of safety and security</td>
<td>🟢🟦🟦</td>
<td>🟢🟦🟦</td>
</tr>
<tr>
<td>Friendliness and courtesy of kiosk staff</td>
<td>🟢🟦🟦</td>
<td>🟢🟦🟦</td>
</tr>
</tbody>
</table>

**Legend**

- 🟢🟦🟦 = **high** satisfaction (3/3 measures above thresholds)
- 🟦🟦🟦 = **good** satisfaction (1/3 failed to meet thresholds)
- 🟦🟦🟦 = **low** satisfaction (2 or 3 measures fail to meet thresholds)
Most of the satisfaction items experienced only small changes compared to the Field Unit scores from 2004.

While also receiving a ‘red light’ rating in 2004, campers’ satisfaction with the ‘condition of facilities’ displayed the largest drop in scores in 2005:
- only 35% of campers indicated that they were ‘very satisfied’ with this item (down from 43% in 2004)
- low-box scores also increase noticeable, with 26% of campers rating their satisfaction as 1, 2, or 3 out of 5, compared to 20% in 2004
- rated their satisfaction with this item

Satisfaction with the ‘overall camping experience’ experienced a moderate drop in scores across the Field Unit:
- the slight drop in 5/5 scores (47%, down from 50% in 2004) led to the change to a ‘yellow light’ rating for this item.

<table>
<thead>
<tr>
<th>Campground Satisfaction Items</th>
<th>2005</th>
<th>2004</th>
</tr>
</thead>
<tbody>
<tr>
<td>Quality of scenery*</td>
<td>○</td>
<td>●</td>
</tr>
<tr>
<td>Condition of facilities</td>
<td>●</td>
<td>○</td>
</tr>
<tr>
<td>Cleanliness of campsite</td>
<td>○</td>
<td>●</td>
</tr>
<tr>
<td>Cleanliness of washrooms</td>
<td>●</td>
<td>○</td>
</tr>
<tr>
<td>Feeling of safety and security</td>
<td>○</td>
<td>●</td>
</tr>
<tr>
<td>Friendliness and courtesy of kiosk staff</td>
<td>○</td>
<td>●</td>
</tr>
</tbody>
</table>

Your overall camping experience: 0 0 0 0

*Not asked in 2004

Legend:
- ○ ○ ● = high satisfaction (3/3 measures above thresholds)
- ○ ● ○ = good satisfaction (1/3 failed to meet thresholds)
- ● ○ ○ = low satisfaction (2 or 3 measures fail to meet thresholds)
The ‘friendliness and courtesy of kiosk staff’ and the ‘quality of scenery’ remain the items receiving the highest satisfaction rating from campers.

Satisfaction with the ‘cleanliness of campsite’ did not change from 2004 results.

Satisfaction with the other items experienced small decreases in 2005:
- None of the differences were large enough to translate into a different satisfaction colour rating than was received in 2004.

As previously noted, there was a very small return rate for the feedback cards in 2005:
- Staff were able to distribute more cards than ever before, partially covering the poor return rate.
- The overall consistency between 2004 and the 2005 results validates the accuracy of this information.

### Campground Satisfaction Items

<table>
<thead>
<tr>
<th>Satisfaction Item</th>
<th>2005</th>
<th>2004</th>
</tr>
</thead>
<tbody>
<tr>
<td>Quality of scenery*</td>
<td>☺☺☺</td>
<td>☺☺☺</td>
</tr>
<tr>
<td>Condition of facilities</td>
<td>☺☺☺</td>
<td>☺☺☺</td>
</tr>
<tr>
<td>Cleanliness of campsite</td>
<td>☻☺☺</td>
<td>☻☺☺</td>
</tr>
<tr>
<td>Cleanliness of washrooms</td>
<td>☻☺☺</td>
<td>☻☺☺</td>
</tr>
<tr>
<td>Feeling of safety and security</td>
<td>☻☺☺</td>
<td>☻☺☺</td>
</tr>
<tr>
<td>Friendliness and courtesy of kiosk staff</td>
<td>☻☺☺</td>
<td>☻☺☺</td>
</tr>
</tbody>
</table>

### Your overall camping experience

*Not asked in 2004

### Legend

- ☻ = high satisfaction (3/3 measures above thresholds)
- ☻ = good satisfaction (1/3 failed to meet thresholds)
- ☻ = low satisfaction (2 or 3 measures fail to meet thresholds)
Satisfaction at-a-glance: Lake Louise

- The satisfaction scores for the ‘friendliness and courtesy of kiosk staff’ improved from 2004 and were the highest for any of the three campgrounds in LLYK.
- Satisfaction with ‘quality of scenery’ received a ‘yellow light’ rating, reflecting a relatively high (17%) proportion of low-box (1, 2, or 3 out of 5) scores.
  - This is the first time this item has received a ‘yellow light’ rating in any campground satisfaction survey.
- The analysis of previous results suggests that satisfaction with the ‘quality of scenery’ is highly correlated with satisfaction with the ‘overall camping experience’.
  - Earlier research has concluded that it would be difficult to receive a ‘green light’ rating for satisfaction with the ‘overall camping experience’ if satisfaction with the ‘quality of scenery’ does not receive a ‘green light’ rating.

### Campground Satisfaction Items

<table>
<thead>
<tr>
<th>Campground Satisfaction Items</th>
<th>2005</th>
<th>2004</th>
</tr>
</thead>
<tbody>
<tr>
<td>Quality of scenery*</td>
<td>[ ] [ ]</td>
<td>[ ] [ ]</td>
</tr>
<tr>
<td>Condition of facilities</td>
<td>[ ]</td>
<td>[ ]</td>
</tr>
<tr>
<td>Cleanliness of campsite</td>
<td>[ ]</td>
<td>[ ]</td>
</tr>
<tr>
<td>Cleanliness of washrooms</td>
<td>[ ]</td>
<td>[ ]</td>
</tr>
<tr>
<td>Feeling of safety and security</td>
<td>[ ] [ ]</td>
<td>[ ] [ ]</td>
</tr>
<tr>
<td>Friendliness and courtesy of kiosk staff</td>
<td>[ ] [ ]</td>
<td>[ ] [ ]</td>
</tr>
<tr>
<td>Your overall camping experience</td>
<td>[ ] [ ]</td>
<td>[ ] [ ]</td>
</tr>
</tbody>
</table>
*Not asked in 2004

**Legend**

- [ ] [ ] [ ] = high satisfaction (3/3 measures above thresholds)
- [ ] [ ] = good satisfaction (1/3 failed to meet thresholds)
- [ ] = low satisfaction (2 or 3 measures fail to meet thresholds)
Redstreak received the most consistently high satisfaction scores of any of the three campgrounds in LLYK.

Satisfaction with ‘cleanliness of campsite’ decreased slightly from 2004, although it remained a ‘green light’ rated item.

The change to a ‘red light’ rating in satisfaction with ‘condition of facilities’ reflected an increase in low-box (1, 2, or 3 out of 5) scores (16%, up from 11% in 2004).

### Campground Satisfaction Items

<table>
<thead>
<tr>
<th>Campground Satisfaction Items</th>
<th>2005</th>
<th>2004</th>
</tr>
</thead>
<tbody>
<tr>
<td>Quality of scenery*</td>
<td>[ ]</td>
<td>[ ]</td>
</tr>
<tr>
<td>Condition of facilities</td>
<td>[ ]</td>
<td>[ ]</td>
</tr>
<tr>
<td>Cleanliness of campsite</td>
<td>[ ]</td>
<td>[ ]</td>
</tr>
<tr>
<td>Cleanliness of washrooms</td>
<td>[ ]</td>
<td>[ ]</td>
</tr>
<tr>
<td>Feeling of safety and security</td>
<td>[ ]</td>
<td>[ ]</td>
</tr>
<tr>
<td>Friendliness and courtesy of kiosk staff</td>
<td>[ ]</td>
<td>[ ]</td>
</tr>
<tr>
<td>*Not asked in 2004</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

### Legend

- **High** satisfaction (3/3 measures above thresholds)
- **Good** satisfaction (1/3 failed to meet thresholds)
- **Low** satisfaction (2 or 3 measures fail to meet thresholds)
Satisfaction At-a-glance: Recommend to friends/family

- Beginning with the 2004 version of the questionnaire, campers were asked about the likelihood that they would recommend this campground to their friends and/or family
  - analysis of the results from 2004 highlighted that the reported likelihood to recommend was strongly related to satisfaction with the overall camping experience

- Existing research points to the importance of high reported likelihood of recommending a service/facility (5/5) as an indicator of overall satisfaction
  - 57% of campers in the three LLYK campgrounds responded that they would be very likely to recommend this campground to their friends and/or family

<table>
<thead>
<tr>
<th>Would you recommend this campground to your friends/family?</th>
<th>Not at all Likely to Recommend</th>
<th>1</th>
<th>2</th>
<th>3</th>
<th>4</th>
<th>5</th>
<th>Mean</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td>2%</td>
<td>3%</td>
<td>9%</td>
<td>29%</td>
<td>57%</td>
<td>4.3</td>
</tr>
</tbody>
</table>

- There was some difference by campground, overall the high likelihood that campers would recommend the campground to friends and/or family can be seen as another indication of their overall satisfaction with their camping experience if they are willing to recommend this place to those who matter the most to them

<table>
<thead>
<tr>
<th>Campground</th>
<th>Not at all Likely to Recommend</th>
<th>1</th>
<th>2</th>
<th>3</th>
<th>4</th>
<th>5</th>
<th>Mean</th>
</tr>
</thead>
<tbody>
<tr>
<td>Kicking Horse</td>
<td>1%</td>
<td>2%</td>
<td>10%</td>
<td>30%</td>
<td>56%</td>
<td>4.4</td>
<td></td>
</tr>
<tr>
<td>Lake Louise</td>
<td>3%</td>
<td>4%</td>
<td>12%</td>
<td>29%</td>
<td>53%</td>
<td>4.2</td>
<td></td>
</tr>
<tr>
<td>Redstreak</td>
<td>1%</td>
<td>2%</td>
<td>3%</td>
<td>28%</td>
<td>65%</td>
<td>4.5</td>
<td></td>
</tr>
</tbody>
</table>
Appendices

1. Detailed Results
2. The Questionnaire
3. Sample Weighting
## Appendix 1: Detailed Results

### LLYK Campgrounds
(results are weighted to represent all occupied sites between June 25 and September 5, 2005)

<table>
<thead>
<tr>
<th></th>
<th>Not at all Satisfied</th>
<th>Satisfied</th>
<th>Very Satisfied</th>
<th>Mean</th>
<th>Number of Cases</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
<tr>
<td>Quality of Scenery</td>
<td>0%</td>
<td>4%</td>
<td>9%</td>
<td>25%</td>
<td>61%</td>
</tr>
<tr>
<td>Condition of Facilities</td>
<td>4%</td>
<td>4%</td>
<td>18%</td>
<td>40%</td>
<td>35%</td>
</tr>
<tr>
<td>Cleanliness of Campsite</td>
<td>0%</td>
<td>1%</td>
<td>5%</td>
<td>31%</td>
<td>63%</td>
</tr>
<tr>
<td>Cleanliness of Washrooms</td>
<td>4%</td>
<td>3%</td>
<td>16%</td>
<td>34%</td>
<td>43%</td>
</tr>
<tr>
<td>Feeling of Safety and Security</td>
<td>0%</td>
<td>1%</td>
<td>4%</td>
<td>26%</td>
<td>69%</td>
</tr>
<tr>
<td>Friendliness and Courtesy of Kiosk Staff</td>
<td>0%</td>
<td>1%</td>
<td>2%</td>
<td>19%</td>
<td>78%</td>
</tr>
<tr>
<td>Your Overall Camping Experience</td>
<td>1%</td>
<td>2%</td>
<td>11%</td>
<td>39%</td>
<td>47%</td>
</tr>
</tbody>
</table>
# Appendix 1: Detailed Results

## Kicking Horse

<table>
<thead>
<tr>
<th>Quality of Scenery</th>
<th>Not at all Satisfied</th>
<th>Very Satisfied</th>
<th>175 Total Responses</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>0% 1% 4% 19% 76%</td>
<td>4% 1% 5% 22% 42%</td>
<td></td>
</tr>
<tr>
<td>Condition of Facilities</td>
<td>1% 5% 22% 42% 29%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Cleanliness of Campsite</td>
<td>0% 2% 5% 33% 59%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Cleanliness of Washrooms</td>
<td>2% 5% 20% 42% 31%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Feeling of Safety and Security</td>
<td>1% 1% 4% 33% 61%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Friendliness and Courtesy of Kiosk Staff</td>
<td>0% 1% 3% 20% 76%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Your Overall Camping Experience</td>
<td>0% 1% 9% 45% 44%</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
## Appendix 1: Detailed Results

<table>
<thead>
<tr>
<th></th>
<th>1</th>
<th>2</th>
<th>3</th>
<th>4</th>
<th>5</th>
<th>Mean</th>
<th>Number of Cases</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Quality of Scenery</strong></td>
<td>1%</td>
<td>6%</td>
<td>10%</td>
<td>24%</td>
<td>59%</td>
<td>4.4</td>
<td>227</td>
</tr>
<tr>
<td><strong>Condition of Facilities</strong></td>
<td>6%</td>
<td>4%</td>
<td>20%</td>
<td>40%</td>
<td>30%</td>
<td>3.8</td>
<td>225</td>
</tr>
<tr>
<td><strong>Cleanliness of Campsite</strong></td>
<td>1%</td>
<td>1%</td>
<td>4%</td>
<td>31%</td>
<td>63%</td>
<td>4.6</td>
<td>234</td>
</tr>
<tr>
<td><strong>Cleanliness of Washrooms</strong></td>
<td>6%</td>
<td>4%</td>
<td>18%</td>
<td>35%</td>
<td>37%</td>
<td>3.9</td>
<td>204</td>
</tr>
<tr>
<td><strong>Feeling of Safety and Security</strong></td>
<td>0%</td>
<td>0%</td>
<td>5%</td>
<td>23%</td>
<td>72%</td>
<td>4.7</td>
<td>230</td>
</tr>
<tr>
<td><strong>Friendliness and Courtesy of Kiosk Staff</strong></td>
<td>1%</td>
<td>1%</td>
<td>1%</td>
<td>17%</td>
<td>80%</td>
<td>4.8</td>
<td>224</td>
</tr>
<tr>
<td><strong>Your Overall Camping Experience</strong></td>
<td>1%</td>
<td>4%</td>
<td>14%</td>
<td>37%</td>
<td>44%</td>
<td>4.2</td>
<td>222</td>
</tr>
</tbody>
</table>

Lake Louise
## Appendix 1: Detailed Results

<table>
<thead>
<tr>
<th>Category</th>
<th>Not at all Satisfied</th>
<th>1</th>
<th>2</th>
<th>3</th>
<th>4</th>
<th>5</th>
<th>Mean</th>
<th>Number of Cases</th>
</tr>
</thead>
<tbody>
<tr>
<td>Quality of Scenery</td>
<td>1%</td>
<td>1%</td>
<td>9%</td>
<td>31%</td>
<td>58%</td>
<td></td>
<td>4.4</td>
<td>345</td>
</tr>
<tr>
<td>Condition of Facilities</td>
<td>1%</td>
<td>3%</td>
<td>12%</td>
<td>36%</td>
<td>48%</td>
<td></td>
<td>4.0</td>
<td>349</td>
</tr>
<tr>
<td>Cleanliness of Campsite</td>
<td>0%</td>
<td>1%</td>
<td>6%</td>
<td>29%</td>
<td>64%</td>
<td></td>
<td>4.6</td>
<td>350</td>
</tr>
<tr>
<td>Cleanliness of Washrooms</td>
<td>1%</td>
<td>1%</td>
<td>9%</td>
<td>29%</td>
<td>60%</td>
<td></td>
<td>4.5</td>
<td>335</td>
</tr>
<tr>
<td>Feeling of Safety and Security</td>
<td>0%</td>
<td>1%</td>
<td>4%</td>
<td>30%</td>
<td>65%</td>
<td></td>
<td>4.6</td>
<td>345</td>
</tr>
<tr>
<td>Friendliness and Courtesy of Kiosk Staff</td>
<td>1%</td>
<td>1%</td>
<td>3%</td>
<td>21%</td>
<td>75%</td>
<td></td>
<td>4.7</td>
<td>346</td>
</tr>
<tr>
<td>Your Overall Camping Experience</td>
<td>1%</td>
<td>0%</td>
<td>5%</td>
<td>40%</td>
<td>55%</td>
<td></td>
<td>4.5</td>
<td>328</td>
</tr>
</tbody>
</table>
Appendix 2: 2005 LLYK Satisfaction Feedback Card

Welcome to Kicking Horse Campground. We are committed to providing you with the best service possible. We ask that you help us by completing this brief campground service questionnaire. All responses are confidential and will only be used for the purpose of this survey.

How well are we doing? Please rate your satisfaction with the following aspects of this campground (shade N/A for any items that do not apply to this visit).

<table>
<thead>
<tr>
<th>Rating</th>
<th>Very Satisfied</th>
<th>Not at all satisfied</th>
</tr>
</thead>
<tbody>
<tr>
<td>N/A</td>
<td>5</td>
<td>4</td>
</tr>
<tr>
<td>1</td>
<td>2</td>
<td>1</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

- Friendliness and courtesy of park staff
- Condition of facilities
- Condition of campsite
- Cleanliness of restrooms
- Feeling of safety and security
- Quality of services

Your overall camping experience

Would you recommend this campground to friends and family?

<table>
<thead>
<tr>
<th>Rating</th>
<th>Very likely to Recommend</th>
<th>Not at all likely to Recommend</th>
<th>Don't Know</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>5</td>
<td>4</td>
<td>3</td>
</tr>
<tr>
<td></td>
<td>2</td>
<td>1</td>
<td></td>
</tr>
</tbody>
</table>

Thank you for taking the time to complete this survey. If you are interested in being contacted for future research projects conducted by Parks Canada, please complete the section below. Providing this information is completely voluntary and it will only be used to contact you to request your participation in future Parks Canada research projects.

Name:

Address:

City

Province/State:

Postal/Zip Code

Country:


Appendix 3: Sample Weighting

For comparisons to be made within and across Field Units, the results of this survey have been weighted up to the total population of occupied sites during the survey period (roughly June 25 to September 5, 2005)

- Note that the population defined here is occupied sites, not camping parties
- Since the feedback cards were not designed to collect information about camping parties, these results can only be compared between campgrounds and with other Field Units on the basis of site-occupancy counts

This population was defined by taking the total number of occupied sites (43,134) during this period:

- Kicking Horse 5,652
- Lake Louise 25,946
- Redstreak 11,536

Returned satisfaction cards (767) were weighted by campground so that the Field Unit results presented in this report would reflect the entire population of occupied sites in these three campgrounds during this period:

- Kicking Horse 175 returned questionnaires 32.297 weight factor
- Lake Louise 236 returned questionnaires 109.941 weight factor
- Redstreak 356 returned questionnaires 32.405 weight factor
Written Comments from the 2005 LLYK Campground Feedback Card

Page

C2 Summary of Written Comments
C3 Written Comments – Enjoyed our stay
C4 Written Comments – Facilities
C8 Written Comments – Services/policies
C9 Written Comments – Washrooms
C11 Written Comments – Fees
Summary of Written Comments

- In all, 115 questionnaires included written comments. The proportion of questionnaires containing comments (15) is very high considering there was no room set aside for general comments and campers often scribbled their comments around the questions.

- In reviewing these comments it must be remembered that unsolicited written comments tend to be made by those campers who are dissatisfied with service or facilities and are not “typical” of all campers.
  - those responses with written comments scored much lower on their satisfaction with the ‘overall camping experience’ (3.9 versus 4.4 out of 5) and were far less likely to indicate that they were very likely to recommend the campground to their friends and/or family (only 40% versus 63% of those who did not make comments).

- Of the 115 written comments:
  - 7 (6%) were positive and complementary towards services and/or facilities
  - 58 (51%) discuss suggestions or comments about the facilities (not including washrooms)
  - 14 (12%) are a reaction to services and/or policies (not including washroom cleaning)
  - 30 (26%) discuss washroom facilities and/or cleaning
  - 6 (5%) concern fees

- The comments are included in the following pages organized into the five categories listed above.
### Written Comments – Enjoyed our stay

A streetlight in a campground? Great showers compared to the other parks.

**Especially staff - Aug 31 1245pm. (Note: Received 5/5 satisfaction rating)**

Good firewood.

Great stay. Fill potholes - fix roads, provide laundry facilities.

Liked electric fence. Noisy due to train & cars - but you can't help that.

Mary's program on Bears - Fantastic.

Wonderful campsite.
### Written Comments – Facilities

<table>
<thead>
<tr>
<th>Comment</th>
<th>Details</th>
</tr>
</thead>
<tbody>
<tr>
<td>Add a comments section to this form. Campsite roads have many potholes - not good for RV's. Maintenance of roads?</td>
<td></td>
</tr>
<tr>
<td>Change shower heads - spray is uncomfortable.</td>
<td></td>
</tr>
<tr>
<td>Almost all facilities were closed.</td>
<td></td>
</tr>
<tr>
<td>Ashes in so many places cig butts on ground.</td>
<td></td>
</tr>
<tr>
<td>Bad potholes on roads! Camping too close to neighbours ie on same pad.</td>
<td>Garbage bins full.</td>
</tr>
<tr>
<td>Bad roads</td>
<td></td>
</tr>
<tr>
<td>Bad roads.</td>
<td></td>
</tr>
<tr>
<td>Bad roads.</td>
<td>Campsite needs leveling.</td>
</tr>
<tr>
<td>Definitely not up to the same standards as BC provincial parks.</td>
<td>Refinish the picnic tables.</td>
</tr>
<tr>
<td>Didn't like the double sites.</td>
<td></td>
</tr>
<tr>
<td>Downed trees.</td>
<td>Dust on roads is bad. Put up signs to slow down. Worst offenders are green and yellow service trucks and park employees in with trucks.</td>
</tr>
<tr>
<td>Facilities need some sprucing up! Old picnic tables and washrooms falling apart.</td>
<td>Firewood was very dirty and difficult to split.</td>
</tr>
<tr>
<td>Fix potholes in road.</td>
<td>For the amount of $ you charge this place is decrepid! Fix the roads/wasrooms/everything. I'm ashamed for Parks Canada.</td>
</tr>
<tr>
<td>For the price of the campsites, we feel the drinking water should be treated or safe to drink without boiling. Need a sign in washrooms to wash hands.</td>
<td></td>
</tr>
</tbody>
</table>
### Written Comments – Facilities, continued

<table>
<thead>
<tr>
<th>Written Comments</th>
</tr>
</thead>
<tbody>
<tr>
<td>Grand besoin de peinture &amp; rénovation. Très bruyant, ombrageux. Le permis de peu (7$) est trés dispendieux pour une tente à 24$ déjà &amp; bois de mauvaise qualite.</td>
</tr>
<tr>
<td>Hundreds of dangerous pot holes; not proper access for disabled. It is no wonder Banff park has lost it's standing over 7? We won't come here again. Use income from campsite to maintain park. Roads ar</td>
</tr>
<tr>
<td>Lack of appropriate firewood, was annoying.</td>
</tr>
<tr>
<td>Maintenance of infrastructure poor. Ceiling ws peeling in shower and non-potable water was inexcusable.</td>
</tr>
<tr>
<td>More trees.</td>
</tr>
<tr>
<td>Need to hide employee trailors with fence or trees. Very unattractive.</td>
</tr>
<tr>
<td>No drinking water, Very rocky tent pad, stuck toilets, cold showers.</td>
</tr>
<tr>
<td>No excuse for this poor condition of internal roads.</td>
</tr>
<tr>
<td>No trees on our campsite.</td>
</tr>
<tr>
<td>No working phone on campsite, serious health and safety issue. Modernized facilities should include baby/toddlers toilet and shower unit.</td>
</tr>
<tr>
<td>Our firewood was wet and we paid for a fire that we didn't have b/c of it.</td>
</tr>
<tr>
<td>Our site was one of the poorer ones. The washrooms need repairing and upgrades.</td>
</tr>
<tr>
<td>Picnic tables need replacing.</td>
</tr>
<tr>
<td>Pot holes. If you do only go 25%, please do not go with reservation. Poor layout of campsites, electrical boxes in bad locations. Should be located at back of trailer not front.</td>
</tr>
<tr>
<td>potholes</td>
</tr>
<tr>
<td>Problem: Site too hard for tent peg. Serious issue for us.</td>
</tr>
</tbody>
</table>
**Written Comments — Facilities, continued**

| Proposal for improvement. Daily new weather forecasts and trail conditions. One place with drinking water, Adjustment of the water in shower to the person's place, not to curtain. Free hot showers. |
| Railway |
| Railway during the night. |
| Reasons, terrible noisy (trains). Drinking water tastes awfully - shops too expensive. |
| Repair holes in the roads. |
| Roads bad |
| Roads need improving |
| Roads need pot holes fixed |
| Roads poor |
| Sign needed on Hwy #1 westbound to indicate Kicking Horse Campground. |
| Sites are very close together. Medium tent sites have no break to their neighbours. |
| Some lights were broken. |
| Take money and fix the roads. Shake up campers. |
| Thank you. Need bigger fire pit, paper towel |
| The road is very bad. |
| The train is very loud. |
| Too close to frequent train noise. day & night. Campsite is too close together. Bad roads. You need to emulate Whistler Campground in Jasper. |
### Written Comments – Facilities, continued

<table>
<thead>
<tr>
<th>Comment</th>
</tr>
</thead>
<tbody>
<tr>
<td>Too much noise - train! No water connection RV</td>
</tr>
<tr>
<td>Train</td>
</tr>
<tr>
<td>Uneven sites for tenting. Potable water, bringing tanks of H20 like Jasper.</td>
</tr>
<tr>
<td>Wet green firewood.</td>
</tr>
<tr>
<td>Wet wood, washrooms need attention.</td>
</tr>
<tr>
<td>Worst park in all of Canada. Try respecting your own property.</td>
</tr>
<tr>
<td>Would be nice if train did not make noise (its horn)</td>
</tr>
<tr>
<td>You ened to fix the potholes in the road.</td>
</tr>
<tr>
<td>Your maintenance leaves a lot to be desired.</td>
</tr>
</tbody>
</table>
### Written Comments – Services/policies

<table>
<thead>
<tr>
<th>Comment</th>
</tr>
</thead>
<tbody>
<tr>
<td>A campground w/o fire is not a wildlife campground. In the protection camp it is allowed. Not enough showers.</td>
</tr>
<tr>
<td>Boil water?? If you need to test every day to remove these signs do it. This is inconvenient for campers.</td>
</tr>
<tr>
<td>Busy and appeared understaffed for hectic afternoon.</td>
</tr>
<tr>
<td>Have family bays, no radios.</td>
</tr>
<tr>
<td>Info re alternate source of drinking water would have been helpful.</td>
</tr>
<tr>
<td>It's a pity that no NP campsite has means to dry hands in washrooms.    Second, we are very surprised that tent sites almost don't allow to set pegs, due to the hard ground in section E.</td>
</tr>
<tr>
<td>Lady attendant at kiosk was snide. Roads horrible. Bathouse in disrepair. Lights out and shower inoperable. Culinary water needs to be posted. $9 for overflow parking is outrageous.</td>
</tr>
<tr>
<td>Lower speed limits in camp. Campers and staff travel to fast to much dust!!!</td>
</tr>
<tr>
<td>Nightly camping and fire fee and daily park permit makes price outrageous. Also, complained about no firewood. Employees didn't seem to care.</td>
</tr>
<tr>
<td>Not at all interested in a reservation system.</td>
</tr>
<tr>
<td>Please think about internet reservations. Water pressure in showers too high - it hurts to shower.</td>
</tr>
<tr>
<td>Previous user left dog food and litter on site. Otherwise site very clean.</td>
</tr>
<tr>
<td>Speed limit in campground should be enforced.</td>
</tr>
<tr>
<td>Trail guide for &quot;walk in the past&quot; trail had poor map. Garbage by showers is overflowing.</td>
</tr>
</tbody>
</table>
## Written Comments – Washrooms

<table>
<thead>
<tr>
<th>Comment</th>
</tr>
</thead>
<tbody>
<tr>
<td>Bad showers.</td>
</tr>
<tr>
<td>I recommend soap dispensers and proper towels in bathrooms.</td>
</tr>
<tr>
<td>It's time to redo the showers.</td>
</tr>
<tr>
<td>Lack of washrooms at upper end of site.</td>
</tr>
<tr>
<td>Le rideau de douche sent mauvais!</td>
</tr>
<tr>
<td>Lock on mens shower #5 is broken. Hooks missing in ladies.</td>
</tr>
<tr>
<td>Men's showers poor. 2 out of 3 have no door locks. 3 out of 3 have no shower curtains. I like privacy for showering.</td>
</tr>
<tr>
<td>More care with washrooms, especially shower facilities is needed. Roads could use a little work too.</td>
</tr>
<tr>
<td>More showers</td>
</tr>
<tr>
<td>Nearby toilets locked throughout our stay.</td>
</tr>
<tr>
<td>Need more washrooms around #8.</td>
</tr>
<tr>
<td>Need shower curtains in mens. Make clear where tents can be.</td>
</tr>
<tr>
<td>Need towels in bathrooms or air dryer.</td>
</tr>
<tr>
<td>No good water output shower and condition of roads.</td>
</tr>
<tr>
<td>Not enough showers. Needed at far end of campsite with washing facilities for dishes.</td>
</tr>
<tr>
<td>Please put paper towels in washrooms.</td>
</tr>
<tr>
<td>Please set up a max (10 min) shower time per person. Thank you.</td>
</tr>
<tr>
<td>Robinet toilette fuit. Banc ou serrure manquantes douches. Ajouter laveuse-sécheuse toilette. Ajouter crochets douches et toilettes. $7 price pur permis est brisé.</td>
</tr>
<tr>
<td>Written Comments – Washrooms, continued</td>
</tr>
<tr>
<td>------------------------------------------</td>
</tr>
</tbody>
</table>

- Shower heads too strong
- Shower rooms.
- Showers are too cold.
- Showers cold at 7:30am
- Showers need repair.
- Showers need work. Plug in shower needs replacing.
- Some men's showers are without locks and shower curtains. Why? Light in woman's shower needs fixing. Consider campsite expensive, especially because of state of facilities. Put feedback section on form.
- Supply paper towels in washrooms.
- Thank you for dealing with water leak in loop A washroom, cleaning my site and cleaning the shelters.
- Unsanitary washrooms.
- Waiting time was very bad. Not enough showers.
<table>
<thead>
<tr>
<th>Written Comments – Fees</th>
</tr>
</thead>
<tbody>
<tr>
<td>Fire permits are too expensive.</td>
</tr>
<tr>
<td>Not worth $44 for pass and site fee. No privacy, too open. Site almost too small for trailer and truck.</td>
</tr>
<tr>
<td>Pricey with park pass and permit.</td>
</tr>
<tr>
<td>Too expensive</td>
</tr>
<tr>
<td>We're aware of the cuts and limited $ funds.</td>
</tr>
<tr>
<td>Wood seems pretty expensive.</td>
</tr>
</tbody>
</table>