Executive Summary

Background

The 2008 Lake Louise, Yoho, and Kootenay (LLYK) Campground Survey ran from June 22 – September 4, 2008 at the following campgrounds:

- Lake Louise
- Kicking Horse
- Redstreak

Camper Profile

Almost half of the campers who completed the questionnaire were from overseas (45%). A large majority of the campers (79%) were camping visiting for the first time. The largest number of international respondents was from Germany. US campers accounted for 19%.

Almost all USA campers had a passport for international travel (94%). More than half of the camping parties enter the park using an Annual National Park pass (62%).

The Visit

Campers’ average length of stay for all three campgrounds was 2.1 nights.

The average party size is 2.9 for Lake Louise, Yoho, and Kootenay campgrounds and the majority of campers use motorhomes.

A majority (60%) of all campers said they would stay at this campground again.

More than half (53%) of all campers reported they are “Very Likely to Recommend” this campground to friends or family.

Lake Louise, Yoho, and Kootenay campgrounds had 48% of its campers indicate that they were ‘very satisfied’ with their ‘Overall camping experience’.

Areas of Higher Satisfaction

Campers were very satisfied with the ‘Friendliness and courtesy of kiosk staff’ (74%) and ‘Feeling of safety and security’ (67%).

Areas of Lower Satisfaction

‘Condition of facilities’ (37%) and ‘Cleanliness of washrooms’ (41%) had the lowest top box score.
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Introduction

Background

The survey’s objectives were to determine satisfaction with the camping experience and gather demographic and visit information about campers in Lake Louise, Yoho, and Kootenay National Parks. The camping survey was completed during the 2008 summer season.

Previous campground surveys have been conducted in Lake Louise, Yoho, and Kootenay National Parks in 2007, 2006, 2005, and 1998.

Research Methods

Survey Population

This survey collected and analysed information about campers in Lake Louise, Yoho, and Kootenay campgrounds during the 2008 summer season (June 22 – September 4, 2008).

A camper was defined as a new registration to the following campgrounds:
- Lake Louise
- Kicking Horse
- Redstreak

Sampling Frame

The sampling frame consisted of every camping party who registered at the kiosk to camp for one or more nights at any of the campgrounds.

Method

At the start of each shift, gate staff checked to see if questionnaires were to be handed out by checking the schedule. Questionnaires were handed out in 6 waves at the campgrounds. Questionnaires were given to all new registrations – excluding campers extending their stay. Campers were asked the following question to participate, “Parks Canada is conducting a survey to assess client satisfaction. Would you be interested in taking about 5 minutes to fill out this questionnaire?” If the camper agreed, they were given a questionnaire and pencil and asked to return the completed form to the return box at the entrance kiosk or to a staff member. At Lake Louise and Redstreak, each wave had a random start date and consisted of 300 questionnaires. Kicking Horse had 200 questionnaires per wave.

Cards were handed out to every new registration until the cards were gone for that wave. The last date a wave was handed out was recorded and the next wave started on the next random wave date.

Limitations

The sampling schedule appeared to be followed in all campgrounds, so there are very few limitations to the results of this survey.
Reliability

The 2008 survey collected a total of 997 questionnaires from the 4,500 distributed, representing 19,076 camping parties. The overall results have a margin of error of ±3.0%. In other words, if the survey were administered twenty times to 997 different camping parties, the results would be the same, plus or minus ±3.0%, in nineteen of those samples.

The analysis assumes a response that is representative of all campers at each campground during the survey period and all responses are weighted to represent the population of front-country campers in Lake Louise, Yoho, and Kootenay National Parks during the survey period.

With 997 questionnaires returned this year, it is a decrease from last year’s return of 1,249 questionnaires. The fourth wave of questionnaires at the Lake Louise campground was not distributed. Lake Louise collected 246 completed questionnaires, compared to 417 in 2007. Kicking Horse collected 361 completed questionnaires, compared to 425 in 2007. Redstreak collected 390 completed questionnaires, compared to 407 in 2007.

Results are compared to previous years where possible.

<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>Lake Louise</td>
<td>1,500</td>
<td>246</td>
<td>16%</td>
<td>±6.2</td>
</tr>
<tr>
<td>Kicking Horse</td>
<td>1,200</td>
<td>361</td>
<td>30%</td>
<td>±4.8</td>
</tr>
<tr>
<td>Red Streak</td>
<td>1,800</td>
<td>390</td>
<td>22%</td>
<td>±4.7</td>
</tr>
</tbody>
</table>
About the Campers

“Where is your permanent place of residence?”

Almost half of the respondents were from overseas. Of the 10% of Canadian camping parties from outside Alberta and British Columbia; Ontario, Quebec, and Saskatchewan were the primary origins.

Consistent with last year’s survey, there were a high proportion of overseas visitors from Germany, Netherlands and the UK.

Redstreak drew a larger proportion of Albertans than Lake Louise and Kicking Horse. Lake Louise and Kicking Horse had a large proportion of overseas campers.

<table>
<thead>
<tr>
<th>Visitor Origin By Campground</th>
<th>Lake Louise</th>
<th>Kicking Horse</th>
<th>Redstreak</th>
</tr>
</thead>
<tbody>
<tr>
<td>Alberta</td>
<td>13%</td>
<td>15%</td>
<td>49%</td>
</tr>
<tr>
<td>BC</td>
<td>6%</td>
<td>10%</td>
<td>9%</td>
</tr>
<tr>
<td>Other Canada</td>
<td>12%</td>
<td>7%</td>
<td>6%</td>
</tr>
<tr>
<td>USA</td>
<td>23%</td>
<td>10%</td>
<td>10%</td>
</tr>
<tr>
<td>Other Country</td>
<td>46%</td>
<td>57%</td>
<td>25%</td>
</tr>
</tbody>
</table>
Passport

Consistent with new border security protocols, almost all American camping parties (94%) reported that they had a passport.

Personal Use Fee

The majority of camping parties (62%) enter the Park using Annual Passes. A few parties (3%) reported having no park pass.
Most campers from BC (60%) purchase day passes. Campers from Alberta (75%) and Overseas (65%) are more likely to report purchasing an annual pass.

**Length of Stay**

The average length of stay in all campgrounds was 2.1 nights. The majority of campers, regardless of origin, stayed for 1 or 2 nights. Overseas campers were most likely to stay for 1 night (54%).

Lake Louise 2.1  
Kicking Horse 1.9  
Redstreak 2.2  

American campers stayed longer (2.7 nights) than campers from all other origins (2.0 nights).

The average number of nights stayed was longer for those campers who made reservations:

- Reservations 2.6  
- No Reservations 1.8
Party Size

The average camping party size is 2.9 for Lake Louise, Yoho, and Kootenay campgrounds, which remains consistent from last year’s results.

Previous Visits

Most are camping here for the first time

![Bar graph showing 79% of campers are first-time campers.]

Of the returnees, 67% have camped here in the last two years.

![Bar graph showing 34% of returnees camped 0 times in the last two years, 30% camped 1 time, 14% camped 2 times, and 23% camped 3 or more times.]

More than half (79%) of the campers in Lake Louise, Yoho, and Kootenay National Parks are here for the first time. Redstreak (39%) had a higher level of repeat campers. The majority of Albertans (60%) report staying in the campground before and 74% of those stays occurred within the past two years. Only 7% of overseas campers had stayed before, but 66% of those stays were within the past 2 years.
Will Stay at this Campground Again

More than half (60%) of all campers said they would stay at this campground again. There was very little difference between the three campgrounds.

<table>
<thead>
<tr>
<th>Will you stay at this campground again?</th>
<th>Lake Louise</th>
<th>Kicking Horse</th>
<th>Redstreak</th>
</tr>
</thead>
<tbody>
<tr>
<td>Yes</td>
<td>58%</td>
<td>59%</td>
<td>67%</td>
</tr>
<tr>
<td>No</td>
<td>8%</td>
<td>5%</td>
<td>6%</td>
</tr>
<tr>
<td>Am not returning to area</td>
<td>34%</td>
<td>27%</td>
<td>27%</td>
</tr>
</tbody>
</table>

Likelihood to Recommend

More than half (53%) of all campers reported they are “Very Likely to Recommend” this campground to friends or family. There was little difference between the three campgrounds.

<table>
<thead>
<tr>
<th>Would you recommend this campground to friends/family?</th>
<th>Lake Louise</th>
<th>Kicking Horse</th>
<th>Redstreak</th>
</tr>
</thead>
<tbody>
<tr>
<td>Very Likely</td>
<td>53%</td>
<td>52%</td>
<td>54%</td>
</tr>
</tbody>
</table>

Camping Shelter

Tents and Motorhomes are the most common form of shelter overall

Motorhomes are the most common camping shelter used in Lake Louise, Yoho, and Kootenay campgrounds (35%). BC campers most frequently use tents as shelter (57%). Overseas visitors mostly use motorhomes (57%).
### Camping Shelter Used By Campground

<table>
<thead>
<tr>
<th>Camping Shelter Used By Campground</th>
<th>Lake Louise</th>
<th>Kicking Horse</th>
<th>Redstreak</th>
</tr>
</thead>
<tbody>
<tr>
<td>Tent</td>
<td>24%</td>
<td>32%</td>
<td>32%</td>
</tr>
<tr>
<td>Truck camper/van/car</td>
<td>14%</td>
<td>20%</td>
<td>10%</td>
</tr>
<tr>
<td>Small tent trailer</td>
<td>1%</td>
<td>3%</td>
<td>6%</td>
</tr>
<tr>
<td>Motorhome</td>
<td>37%</td>
<td>35%</td>
<td>25%</td>
</tr>
<tr>
<td>Large trailer/5th Wheel</td>
<td>24%</td>
<td>10%</td>
<td>27%</td>
</tr>
</tbody>
</table>

---

### The Parks Canada Campground Reservation Service

40% of campers indicated they had made a reservation for their most recent visit to Lake Louise, Yoho, and Kootenay campgrounds.

<table>
<thead>
<tr>
<th>Did you make a reservation?</th>
<th>Lake Louise</th>
<th>Redstreak</th>
</tr>
</thead>
<tbody>
<tr>
<td>Yes</td>
<td>42%</td>
<td>39%</td>
</tr>
<tr>
<td>No</td>
<td>58%</td>
<td>61%</td>
</tr>
</tbody>
</table>

Americans (54%) and Albertans (53%) were the most likely to report having made a reservation, with British Columbian campers (21%) being the least likely to report making a reservation.

Of those who did not make a reservation, 11% reported that they did not know about the service. Americans (14%), overseas campers (12%), and Albertans (11%) were more likely to report that they did not know about the service.

<table>
<thead>
<tr>
<th>Why didn’t you make a camping reservation?</th>
<th>Lake Louise</th>
<th>Redstreak</th>
</tr>
</thead>
<tbody>
<tr>
<td>Do not travel following a planned itinerary</td>
<td>41%</td>
<td></td>
</tr>
<tr>
<td>Last minute trip/decision to stop</td>
<td>16%</td>
<td></td>
</tr>
<tr>
<td>Did not know about the service</td>
<td>11%</td>
<td></td>
</tr>
<tr>
<td>Other</td>
<td>10%</td>
<td></td>
</tr>
<tr>
<td>Do not think a reservation would be necessary for this campground</td>
<td>9%</td>
<td></td>
</tr>
<tr>
<td>Do not like to make reservations</td>
<td>8%</td>
<td></td>
</tr>
<tr>
<td>Reservation fee too high</td>
<td>5%</td>
<td></td>
</tr>
</tbody>
</table>
Satisfaction

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 camper satisfaction:

Mean (average) scores are described as either:

- **Very good** = 4.0 or higher
- **May need attention** = below 4.0

Considered 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.

Parks Canada’s 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 box” may warrant management attention.

This report uses a traffic light system to summarise the three satisfaction measures:

<table>
<thead>
<tr>
<th>Campground Satisfaction Items</th>
<th>RED Needs Attention</th>
<th>YELLOW May Need Attention</th>
<th>GREEN Very Good</th>
</tr>
</thead>
</table>

The green light indicates **high satisfaction** (all three measures above the thresholds described above)

The yellow 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

<table>
<thead>
<tr>
<th>All Lake Louise, Yoho, and Kootenay Campgrounds</th>
<th>2008</th>
<th>2007</th>
</tr>
</thead>
<tbody>
<tr>
<td>Condition of facilities</td>
<td>●</td>
<td>●</td>
</tr>
<tr>
<td>Quality of scenery</td>
<td>●</td>
<td>●</td>
</tr>
<tr>
<td>Availability of activities</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>

The satisfaction scores produced similar results from last year. However, top box scores of ‘Conditions of facilities’, ‘Quality of scenery’, and ‘Feeling of safety and security’ decreased slightly.

Lake Louise, Yoho, and Kootenay campgrounds had 48% of its campers indicate that they were ‘very satisfied’ with their ‘Overall camping experience’ (scoring 5/5). This is consistent with the 2007 results. Satisfaction scores for with the ‘Overall camping experience’ increased slightly at Redstreak from 2007 scores, but declined in the other two campgrounds.

Areas of Higher Satisfaction

Campers were very satisfied with the ‘Friendliness and courtesy of kiosk staff’ (74%) and ‘Feeling of safety and security’ (67%).

Areas of Lower Satisfaction

‘Condition of facilities’ (37%) and ‘Cleanliness of washrooms’ (41%) had the lowest top box score.
### Campground Satisfaction Items

<table>
<thead>
<tr>
<th>Campground Satisfaction Items</th>
<th>LLYK</th>
<th>All Other Field Units</th>
</tr>
</thead>
<tbody>
<tr>
<td>Condition of facilities</td>
<td>🍎</td>
<td>🍎</td>
</tr>
<tr>
<td>Quality of scenery</td>
<td>🍎</td>
<td>🍎</td>
</tr>
<tr>
<td>Availability of activities</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>

The Lake Louise, Yoho, and Kootenay campgrounds satisfaction items rate similar when compared to the results from all other Field Units. However, ‘Overall camping experience’ is rated lower in Lake Louise, Yoho, and Kootenay campgrounds than campgrounds in all other field units.

### Lake Louise Campground Satisfaction

<table>
<thead>
<tr>
<th>Lake Louise</th>
<th>2008</th>
<th>2007</th>
</tr>
</thead>
<tbody>
<tr>
<td>Condition of facilities</td>
<td>🍎</td>
<td>🍎</td>
</tr>
<tr>
<td>Quality of scenery</td>
<td>🍎</td>
<td>🍎</td>
</tr>
<tr>
<td>Availability of activities</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>

Satisfaction items at Lake Louise remain similar to last year. However, the top box scores of ‘Condition of facilities’, ‘Quality of scenery’, and ‘Feeling of safety and security’ did decrease slightly from last year’s results.
## Kicking Horse Campground Satisfaction

<table>
<thead>
<tr>
<th></th>
<th>Kicking Horse</th>
<th>2008</th>
<th>2007</th>
</tr>
</thead>
<tbody>
<tr>
<td>Condition of facilities</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Quality of scenery</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Availability of activities</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Cleanliness of campsite</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Cleanliness of washrooms</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Feeling of safety and security</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Friendliness and courtesy of kiosk staff</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Your overall camping experience</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Satisfaction items at Kicking Horse campground are similar to last year’s results. The top box score of ‘Availability of activities’, ‘Cleanliness of washrooms’, and ‘Feeling of safety and security’ did increase from the 2007 results.

## Redstreak Campground Satisfaction

<table>
<thead>
<tr>
<th></th>
<th>Redstreak</th>
<th>2008</th>
<th>2007</th>
</tr>
</thead>
<tbody>
<tr>
<td>Condition of facilities</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Quality of scenery</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Availability of activities</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Cleanliness of campsite</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Cleanliness of washrooms</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Feeling of safety and security</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Friendliness and courtesy of kiosk staff</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Your overall camping experience</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
‘Condition of facilities’, ‘Quality of Scenery’, and ‘Overall camping experience’ have all moved up to green light items, from yellow light items last year. The “top box” score for ‘Overall camping experience’ improved to 51%, up from 48% in 2007. The “top box” score for ‘Condition of Facilities’ improved by a remarkable 10% (from 46% in 2007, to 56% in 2008). The “low box” scores for ‘Quality of Scenery’ dropped from 15% in 2007 to 12% in 2008 (within the margin of error). Availability of activities’ still remains a red light item, but its top box score did increase from 39% to 42% this year.
## Appendices

### Detailed Results – Satisfaction items in %

<table>
<thead>
<tr>
<th>Lake Louise, Yoho, and Kootenay Campgrounds</th>
<th>Not at all Satisfied</th>
<th>Very Satisfied</th>
<th>19076 Camping Parties</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>1 2 3 4 5</td>
<td></td>
<td>Mean Number of Cases</td>
</tr>
<tr>
<td>Condition of facilities</td>
<td>2% 4% 16% 40% 37%</td>
<td></td>
<td>4.1 16667</td>
</tr>
<tr>
<td>Quality of scenery</td>
<td>1% 2% 8% 28% 60%</td>
<td></td>
<td>4.4 16949</td>
</tr>
<tr>
<td>Availability of activities</td>
<td>2% 3% 22% 32% 42%</td>
<td></td>
<td>4.1 11481</td>
</tr>
<tr>
<td>Cleanliness of campsite</td>
<td>0% 1% 6% 32% 61%</td>
<td></td>
<td>4.5 17120</td>
</tr>
<tr>
<td>Cleanliness of washrooms</td>
<td>2% 4% 17% 35% 41%</td>
<td></td>
<td>4.1 15810</td>
</tr>
<tr>
<td>Feeling of safety and security</td>
<td>0% 0% 6% 27% 67%</td>
<td></td>
<td>4.6 17365</td>
</tr>
<tr>
<td>Friendliness and courtesy of kiosk staff</td>
<td>0% 1% 3% 23% 74%</td>
<td></td>
<td>4.7 16886</td>
</tr>
<tr>
<td>Your overall camping experience</td>
<td>1% 1% 8% 41% 48%</td>
<td></td>
<td>4.3 15810</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Lake Louise</th>
<th>Not at all Satisfied</th>
<th>Very Satisfied</th>
<th>12716 Total Responses</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>1 2 3 4 5</td>
<td></td>
<td>Mean Number of Cases</td>
</tr>
<tr>
<td>Condition of facilities</td>
<td>3% 5% 16% 40% 36%</td>
<td></td>
<td>4.0 12096</td>
</tr>
<tr>
<td>Quality of scenery</td>
<td>1% 3% 8% 28% 60%</td>
<td></td>
<td>4.4 12302</td>
</tr>
<tr>
<td>Availability of activities</td>
<td>2% 3% 24% 28% 43%</td>
<td></td>
<td>4.1 8219</td>
</tr>
<tr>
<td>Cleanliness of campsite</td>
<td>0% 1% 6% 30% 62%</td>
<td></td>
<td>4.5 12406</td>
</tr>
<tr>
<td>Cleanliness of washrooms</td>
<td>3% 5% 18% 34% 40%</td>
<td></td>
<td>4.0 11269</td>
</tr>
<tr>
<td>Feeling of safety and security</td>
<td>0% 0% 6% 26% 68%</td>
<td></td>
<td>4.6 12716</td>
</tr>
<tr>
<td>Friendliness and courtesy of kiosk staff</td>
<td>0% 1% 3% 23% 73%</td>
<td></td>
<td>4.7 12302</td>
</tr>
<tr>
<td>Your overall camping experience</td>
<td>1% 1% 9% 41% 48%</td>
<td></td>
<td>4.3 11424</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Kicking Horse</th>
<th>Not at all Satisfied</th>
<th>Very Satisfied</th>
<th>2376 Total Responses</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>1 2 3 4 5</td>
<td></td>
<td>Mean Number of Cases</td>
</tr>
<tr>
<td>Condition of facilities</td>
<td>0% 3% 19% 45% 33%</td>
<td></td>
<td>4.1 2406</td>
</tr>
<tr>
<td>Quality of scenery</td>
<td>0% 1% 7% 23% 69%</td>
<td></td>
<td>4.6 2463</td>
</tr>
<tr>
<td>Availability of activities</td>
<td>2% 1% 16% 41% 40%</td>
<td></td>
<td>4.2 1604</td>
</tr>
<tr>
<td>Cleanliness of campsite</td>
<td>0% 0% 4% 38% 58%</td>
<td></td>
<td>4.5 2513</td>
</tr>
<tr>
<td>Cleanliness of washrooms</td>
<td>1% 4% 18% 45% 33%</td>
<td></td>
<td>4.0 2434</td>
</tr>
<tr>
<td>Feeling of safety and security</td>
<td>0% 0% 4% 31% 65%</td>
<td></td>
<td>4.6 2477</td>
</tr>
<tr>
<td>Friendliness and courtesy of kiosk staff</td>
<td>0% 0% 3% 21% 77%</td>
<td></td>
<td>4.7 2406</td>
</tr>
<tr>
<td>Your overall camping experience</td>
<td>1% 0% 5% 48% 46%</td>
<td></td>
<td>4.4 2348</td>
</tr>
</tbody>
</table>
## Redstreak

<table>
<thead>
<tr>
<th>Condition of facilities</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></td>
<td>1%</td>
<td>2%</td>
<td>9%</td>
<td>32%</td>
<td>56%</td>
<td>4.3</td>
<td>2166</td>
</tr>
<tr>
<td>Quality of scenery</td>
<td>2%</td>
<td>1%</td>
<td>9%</td>
<td>32%</td>
<td>56%</td>
<td>4.4</td>
<td>2183</td>
</tr>
<tr>
<td>Availability of activities</td>
<td>0%</td>
<td>4%</td>
<td>19%</td>
<td>43%</td>
<td>35%</td>
<td>4.1</td>
<td>1658</td>
</tr>
<tr>
<td>Cleanliness of campsite</td>
<td>2%</td>
<td>2%</td>
<td>8%</td>
<td>30%</td>
<td>58%</td>
<td>4.4</td>
<td>2201</td>
</tr>
<tr>
<td>Cleanliness of washrooms</td>
<td>1%</td>
<td>2%</td>
<td>10%</td>
<td>31%</td>
<td>57%</td>
<td>4.4</td>
<td>2107</td>
</tr>
<tr>
<td>Feeling of safety and security</td>
<td>0%</td>
<td>1%</td>
<td>4%</td>
<td>30%</td>
<td>64%</td>
<td>4.6</td>
<td>2171</td>
</tr>
<tr>
<td>Friendliness and courtesy of kiosk staff</td>
<td>0%</td>
<td>2%</td>
<td>2%</td>
<td>23%</td>
<td>73%</td>
<td>4.6</td>
<td>2177</td>
</tr>
<tr>
<td>Your overall camping experience</td>
<td>1%</td>
<td>3%</td>
<td>7%</td>
<td>38%</td>
<td>51%</td>
<td>4.4</td>
<td>2037</td>
</tr>
</tbody>
</table>
## Sample Weighting

The results of this survey have been weighted up to the population of campers who camped within the Lake Louise, Yoho, and Kootenay Field Unit during the survey period of June 22 to September 4, 2008. The campgrounds had 44,165 estimated number of occupied site nights during this period.

<table>
<thead>
<tr>
<th>Park</th>
<th>Occupied Site Nights</th>
</tr>
</thead>
<tbody>
<tr>
<td>Lake Louise</td>
<td>26,450</td>
</tr>
<tr>
<td>Kicking Horse</td>
<td>5,725</td>
</tr>
<tr>
<td>Redstreak</td>
<td>11,990</td>
</tr>
</tbody>
</table>

Dividing these numbers by the average length of stay reported by campers in each campground:

- **Lake Louise**: 2.46 (42% with reservation) 1.79 (58% without reservation)
- **Kicking Horse**: 1.87
- **Redstreak**: 3.11 (39% with reservation) 1.67 (61% without reservation)

This produces an estimated population of camping parties of 19,076.

<table>
<thead>
<tr>
<th>Park</th>
<th>Camping Parties (with reservation)</th>
<th>Camping Parties (without reservation)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Lake Louise</td>
<td>5,379</td>
<td>7,337</td>
</tr>
<tr>
<td>Kicking Horse</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Redstreak</td>
<td>1,542</td>
<td>2,442</td>
</tr>
</tbody>
</table>

Returned questionnaires (964) were weighted by campground so that results presented in this report would reflect the entire population of camping parties during this period.

<table>
<thead>
<tr>
<th>Park</th>
<th>Questionnaires</th>
<th>Weight Factor</th>
</tr>
</thead>
<tbody>
<tr>
<td>Lake Louise</td>
<td>104</td>
<td>51.721</td>
</tr>
<tr>
<td></td>
<td>142 (without reservation)</td>
<td>51.669</td>
</tr>
<tr>
<td>Kicking Horse</td>
<td>374</td>
<td>6.353</td>
</tr>
<tr>
<td>Redstreak</td>
<td>102</td>
<td>15.118</td>
</tr>
<tr>
<td></td>
<td>242 (without reservation)</td>
<td>10.091</td>
</tr>
</tbody>
</table>
Welcome to Lake Louise Campground! Our goal is to provide you with the highest level of services and programs. Please take the time to complete this form before you leave and return it to the campground kiosk when you check out.

1. Where is your permanent place of residence?
   - Alberta
   - British Columbia
   - United States
   - Other Canada
   - Other Country

2. What type of pass are you using for this visit to the park?
   - No pass
   - Day pass (or multiple single-day passes)
   - National Parks Annual pass

3. How many nights did you stay at this campground during this visit?
   - 1
   - 2
   - 3
   - 4
   - 5
   - 6
   - 7
   - 8
   - 9
   - 10
   - 11
   - 12
   - 13
   - 14+

4. How many people were in your camping party?
   - 1
   - 2
   - 3
   - 4
   - 5
   - 6
   - 7+

5. Which of the following did you use at this campground during this visit? (Check all that apply)
   - Tent
   - Tent trailer
   - Truck camper or van
   - Motorhome
   - Travel trailer/Selkirk wheel
   - Other

6. Have you stayed in this campground before?
   - No
   - Yes
   - If yes, how many times in the past two years?
     - 0
     - 1
     - 2
     - 3
     - 4
     - 5
     - 6
     - 7+

7. Will you stay at this campground again?
   - No
   - Yes
   - Am not planning to return to the area

Thank you for replying to this survey!
Your answers will help Parks Canada better understand our campers.

8. Would you recommend this campground to friends or family?
   - Very likely to recommend
   - Not at all likely to recommend
   - Don’t know

9. How well are we doing? Please rate your satisfaction with the following aspects of this campground (grade N/A for any items that do not apply to this visit).
   - Condition of facilities
   - Quality of scenery
   - Availability of services
   - Cleanliness of campground
   - Quality of wildlife
   - Feeling of safety and security
   - Friendliness and courtesy of staff
   - Your overall camping experience

10. Do you currently have a passport for international travel?
    - No
    - Yes

11. Did you reserve this campsite using the Parks Canada Campground Reservation Service (1-877-RESERVE) or 1-877-RESERVE?
    - No
    - Yes

12. If you did not make a camping reservation, why did you not?
    - Did not know about the service
    - Do not travel following a planned itinerary
    - Last minute trip/desire to stop
    - Do not like to make reservations
    - Did not think a reservation would be necessary for this campground
    - Reservation fee too high
    - Other, please specify:

Lake Louise, Yoho, and Kootenay National Parks: 2008 Campground Satisfaction Survey
Social Science, Western and Northern Service Centre
Welcome to Kicking Horse Campground! Our goal is to provide you with the highest level of services and programs. Please take the time to complete this form before you leave and return it to the campground kiosk when you check out.

1. Where is your permanent place of residence?
   - Alberta
   - British Columbia
   - United States
   - Other Canada
   - Other Country

2. What type of pass are you using for this visit to the park?
   - No pass
   - Day pass (for multiple single-day passes)
   - Annual National Park pass

3. How many nights did you stay at this campground during this visit?
   - 1
   - 2
   - 3
   - 4
   - 5
   - 6
   - 7
   - 8
   - 9
   - 10
   - 11
   - 12
   - 13
   - 14+

4. How many people were in your camping party?
   - 1
   - 2
   - 3
   - 4
   - 5
   - 6
   - 7+

5. Which of the following did you use at this campground during this visit? (shade all that apply)
   - Tent
   - Tent trailer
   - Truck camper or van
   - Motorhome
   - Travel trailer/thow
   - Other

6. Have you stayed in this campground before?
   - No
   - Yes
   If yes, how many times in the past two years?
   - 0
   - 1
   - 2
   - 3
   - 4
   - 5
   - 6
   - 7+

7. Will you stay at this campground again?
   - No
   - Yes
   - Am not planning to return to the area

8. Would you recommend this campground to friends or family?
   - Very likely to recommend
   - Likely to recommend
   - Not at all
   - Don't know
   - 5
   - 4
   - 3
   - 2
   - 1

9. 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>Aspect</th>
<th>Very Satisfied</th>
<th>Not at all satisfied</th>
</tr>
</thead>
<tbody>
<tr>
<td>Condition of facilities</td>
<td>5</td>
<td>1</td>
</tr>
<tr>
<td>Quality of service</td>
<td>4</td>
<td>2</td>
</tr>
<tr>
<td>Availability of activities</td>
<td>3</td>
<td>1</td>
</tr>
<tr>
<td>Cleanliness of campsites</td>
<td>2</td>
<td>1</td>
</tr>
<tr>
<td>Cleanliness of washrooms</td>
<td>1</td>
<td>0</td>
</tr>
<tr>
<td>Feeling of safety and security</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>Friendliness and courtesy of staff</td>
<td>0</td>
<td>0</td>
</tr>
</tbody>
</table>

Your overall camping experience

10. Do you currently have a passport for international travel?
    - No
    - Yes

Thank you for replying to this survey. Your answers will help Parks Canada better understand our campers.
Welcome to Redstreak Campground! Our goal is to provide you with the highest level of service and programs. Please take the time to complete this form before you leave and return it to the campground kiosk when you check out.

1. Where is your permanent place of residence?
   - Alberta
   - British Columbia
   - United States
   - Other Canada
   - Other Country

2. What type of pass are you using for this visit to the park?
   - No pass
   - Day pass (for multiple single-day passes)
   - National Parks Annual pass

3. How many nights did you stay at this campground during this visit?
   - 1
   - 2
   - 3
   - 4
   - 5
   - 6
   - 7
   - 8
   - 9
   - 10
   - 11
   - 12
   - 13
   - 14+

4. How many people were in your camping party?
   - 1
   - 2
   - 3
   - 4
   - 5
   - 6
   - 7+

5. Which of the following did you use at this campground during this visit? (Shade all that apply)
   - Tent
   - Tent trailer
   - Truck camper or van
   - Motorhome
   - Travel trailer/5th wheel
   - Other

6. Have you stayed in this campground before?
   - No
   - Yes
   - If yes, how many times in the past two years?
     - 1
     - 2
     - 3
     - 4
     - 5
     - 6
     - 7+

7. Will you stay at this campground again?
   - No
   - Yes
   - Am not planning to return to the area

---

8. Would you recommend this campground to friends or family?
   - Very likely to recommend
   - Not at all likely to recommend
   - Don't know
   - 5
   - 4
   - 3
   - 2
   - 1

9. 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).
   - Condition of facilities
   - Quality of service
   - Availability of activities
   - Cleanliness of campground
   - Cleanliness of washrooms
   - Feeling of safety and security
   - Friendliness and courtesy of park staff
   - Your overall camping experience
   - Not at all satisfied
   - Very satisfied

10. Do you currently have a passport for international travel?
    - No
    - Yes

11. Did you reserve this campsite using the Parks Canada Campground Reservation Service (pcamping.ca or 1-877-RESERVE)?
    - No
    - Yes

12. If you did not make a camping reservation, why did you not?
    - Did not know about the service
    - Do not travel following a planned itinerary
    - Last minute trip/decision to stop
    - Do not like to make reservations
    - Did not think a reservation would be necessary for this campground
    - Reservation fee too high
    - Other, please specify:

Thank you for replying to this survey!

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