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**ROCKY MOUNTAIN NATIONAL PARKS
UTILIZATION STUDY, STAGE I**

VISITOR USE AND PROFILE SURVEY REPORT

Volume II -- General Summary:

Volume, Value and Trip Characteristics

Presented To: Travel Alberta

and

Canada/Alberta Tourism Agreement (CATA)



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Presented By: Ruston/Tomany & Associates, Ltd.

February, 1989

FOREWORD

BACKGROUND AND PURPOSE

Travel Alberta commissioned Ruston/Tomany & Associates to conduct Stage I of the National Parks Utilization Study¹. The first stage of this two stage project was designed to provide a data base on visitors to the Rocky Mountain National Parks. The data base will be used in preparing a marketing and development plan for the future of the parks (Stage II).

The original Terms of Reference encompassed only the two Alberta Parks -- Banff National Park and Jasper National Park. In order to provide information on the Rocky Mountain National Parks as a whole (Banff, Jasper, Yoho, and Kootenay National Parks), cooperation and funding from the British Columbia Ministry of Tourism and Provincial Secretary were obtained. The study parameters were then extended to capture limited information on visitors to Yoho and Kootenay National Parks.

To facilitate the study design, implementation and analysis phases, a Steering Committee was created by Travel Alberta. This body, under the leadership of Travel Alberta research personnel, undertook a consulting and decision-making role

¹Under the terms of the Joint Federal/Provincial Sub-Agreement No.0343.

BACKGROUND

BACKGROUND AND PURPOSE

The original intent of the study was to provide a baseline of visitor use and satisfaction in the Rocky Mountain National Park. The study was designed to provide a baseline of visitor use and satisfaction in the Rocky Mountain National Park. The study was designed to provide a baseline of visitor use and satisfaction in the Rocky Mountain National Park.

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Under the terms of the Joint Federal/Provincial Agreement
NO. 87/13

throughout the two years required to complete the study.
Organizations represented on the Steering Committee included:

- *Travel Alberta
- *British Columbia Ministry of Tourism and Provincial
Secretary
Tourism Development, Department of Regional Industrial
Expansion
- *Canadian Parks Service
- *Statistics Canada
Banff - Lake Louise Chamber of Commerce
Jasper Chamber of Commerce
- *Ruston/Tomany & Associates

A Technical Committee (*) was struck from the full Steering Committee to deal with complex methodological issues as they arose throughout the course of the study. Decisions regarding sampling, weighting and estimation procedures were discussed and approved by the Technical Committee prior to implementation by Ruston/Tomany & Associates. In view of the number of such decisions that occur in a study of the scope and complexity of the Visitor Use and Profile Survey, the Technical Committee proved invaluable in meeting the high quality objectives of the study.

The specific objectives of the Visitor Use and Profile Survey included the following:

- Measure the volume and value of visitors to the Rocky Mountain National Parks system in total and to Banff and Jasper National Parks separately;

throughout the two years required to complete the study.
Organizations represented on the Steering Committee included:

- *Travel Alberta
- *British Columbia Ministry of Tourism and Recreation
- *Canadian National Railway
- *Canadian Development, Department of Regional Industrial Expansion
- *Canadian Parks Service
- *Statistics Canada
- *Sault Ste. Marie - Lake Louise Chamber of Commerce
- *Lacquer Chamber of Commerce
- *Ruston/Tomney & Associates

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The specific objectives of the Visitor Use and Profile Survey included the following:

- * Measure the volume and value of visitors to the Rocky Mountain National Parks system in total and to Banff and Lacquer National Parks separately;

- Obtain detailed market information on trip and traveller characteristics;
- Determine current use of facilities, services, attractions, activities and events in the parks, including interpretive and educational programs and facilities; and
- Identify motivations for visiting the parks, and attitudes and perceptions regarding park experiences.

Although Travel Alberta had conducted surveys with exiting visitors in the past, the Visitor Use and Profile Survey was the first study initiated by the province to require four season fieldwork. This requirement was included in the Terms of Reference because of the importance of winter recreational activity, and particularly downhill skiing, in the Rocky Mountain National Parks. The physical encumbrances involved in winter data collection from vehicular visitors made the development of a "workable" methodology for the winter season a challenging exercise for the research supplier and the Steering Committee. The Methodology section of this document and the Technical Appendix detail the approach ultimately adopted by the study to capture information from winter visitors to the Rocky Mountain National Parks system.

METHODOLOGY

The following pages provide an overview of the Visitor Use and Profile Survey methodology. For a full description of the methodology, the reader is directed to the Technical Appendix (under separate cover).

- Details detailed visitor information on trip and travel characteristics;
- Determine current use of facilities, services, attractions, activities and events in the park, including interpretive and educational programs and facilities; and
- Identify motivations for visiting the park, and attitudes and perceptions regarding park experiences.

Although Travel Agents had conducted surveys with existing visitors in the past, the Visitor Use and Profile Survey was the first study initiated by the Service to provide a more detailed insight. This requirement was included in the Terms of Reference because of the importance of visitor recreational activity, and particularly downhill skiing, in the Rocky Mountain National Park. The physical amenities involved in winter data collection from visitor visitors made the development of a "visitor" methodology for the winter season a challenging exercise for the research manager and the Steering Committee. The methodology section of this document and the Technical Appendix detail the approach ultimately selected by the study to capture information from winter visitors to the Rocky Mountain National Park system.

METHODOLOGY

The following paper provides an overview of the Visitor Use and Profile Survey methodology. For a full description of the methodology, the reader is directed to the Technical Appendix (under separate cover).

- Overview

The National Parks Utilization Study, Stage I; Visitor Use And Profile Survey was a cordon-type exit survey in which randomly selected representatives of travel parties leaving the four Rocky Mountain National Parks via highway, scheduled bus, scheduled train and overnight chartered motorcoach were interviewed. Interviewing was conducted throughout the four seasons, commencing on June 15, 1987 and ending on June 14, 1988.

- Sampling And Weighting

A multi-stage stratified probability sample, stratified by mode of exit, exit port, weekday/weekend and season was designed by Ruston/Tomany & Associates and John Smart, President of Applied Marketing Statistics. The sample of stints (time periods or events) used in the study was selected using a random selection computer program. Adjustments to the final sampling plan for each season were made by Travel Alberta personnel and reflected concerns about under-representation of subjectively important locations/times.

Survey completions were computer-weighted to reflect the inverse of the probabilities of selection on a stint, vehicle or party and individual level. These weights were used to expand the sample, on a season-by-season basis, to reflect all non-resident parks entrants, visitors and visitor expenditures during the survey period. Details of the sample design and weighting system are included in Section A, Chapters B and D of the Technical Appendix.



- **Data Collection**

The survey design involved interviewing adults (16 years or more) as they left the national parks by road, scheduled bus/train or chartered motorcoach. Mechanics of the data collection phase of the study are detailed in Section B of the Technical Appendix.

In order to qualify to complete an interview, respondents had to live outside the parks, could not be in the park on a sales call or delivery, as a member of a work crew or employee, or commuting to or from work or school. Additionally, the selected respondent had to be leaving the parks system for the last time on the "entire trip". Adults from all origins were eligible for inclusion in the study.

- **Roadside, Scheduled Bus, Scheduled Train Interviews**

An interview was administered to qualified respondents by Ruston/Tomany & Associates' trained interviewers. The "on-site" questionnaires were prepared in a self-completion format for roadside traffic during the winter season due to the extremely cold weather conditions.

Qualified respondents were asked a series of questions designed to ascertain whether they further qualified as a "parks visitor" or were, by the following definitions¹, considered to be a "pass-through" parks entrant:

¹For a full set of study definitions, see pages xi to xiii.



- Parks Visitor

An individual who had entered at least one of the four Rocky Mountain National Parks and had spent any time, and/or spent any money and/or done any sightseeing within the four parks' boundaries.

- Pass-through

An individual who had entered at least one of the four Rocky Mountain National Parks but did not spend any time, money, or do any sightseeing in any park.

In order to define a respondent as a visitor or a pass-through, questions were administered to ascertain which national parks had been entered, and which activities or services within the parks had been utilized ("Screening Questionnaire").

Parks visitors were asked to complete a questionnaire detailing characteristics of their trip (including the number of nights away from home, number spent in the national parks, type of accommodation used within the parks and number of nights spent in each, prepaid and direct expenditures for the travel party).

Limited demographic information was obtained from both visitors and pass-throughs. Each respondent was given a self-completion questionnaire in the appropriate language to be filled out and mailed back after leaving the park. The "mail-back" questionnaire included questions about sites visited and activities participated in while the visitor was in Banff and/or Jasper National Park, ratings of these two parks on a



variety of characteristics, and additional behavioural and demographic information about the household.

- Chartered Motorcoach Interviews

Chartered motorcoach information was collected via a self-completion questionnaire. These questionnaires were similar in content to the administered "on-site" questionnaire used for other modes. The modified "on-site" and standard "mailback" questionnaires were distributed to randomly selected passengers boarding a qualified motorcoach (an overnight charter coach departing the parks). All boarding passengers were considered to be parks visitors.

- Non-English Interviews

French, German and Japanese translations of the survey materials were available in a self-completion format. If a selected individual was not comfortable completing the interview in English, the appropriate non-English materials were provided.

All questionnaires were pre-tested prior to their use in the field. Copies of the field materials used in the study are included under separate cover in Section B of the Technical Appendix¹.

¹Copies of English versions of the roadside summer and winter questionnaires are appended to this document for reference purposes. See Section B, Volumes 1 and 2 of the Technical Appendix for complete set of questionnaires.



- Special Winter Procedures

As mentioned previously, for most of the winter season (December 11, 1987/April 14, 1988), initial screening at the roadside was administered by an interviewer using an expanded Screening Questionnaire, but a sizeable portion of the "on-site" questionnaire was provided in a self-completion format. This approach was required because of the winter weather conditions in the parks.

In addition, special strata were designed to capture "dusk" skiers exiting the parks at the Banff East (Highway 1) and Jasper East gates. Without this procedure, the research would likely have systematically under-represented the exiting skier population because a sizeable portion of it is thought to exit the parks during time periods in which it is too dark to interview safely.

The procedure developed involved interviewing at randomly selected ski hill parking lots between 3:00 p.m. and 5:00 p.m. Only those skiers leaving the parks during pre-defined "dusk hours" and through specific exit points were deemed eligible for inclusion in the ski hill sample.

- Completed Interviews

A total of 3551 interviews were completed over the year. Ten "outlier" interviews were removed from the data file and imputed stints (for stints cancelled because of weather conditions) were added to the data file at the tabulation stage. The final distribution of usable interviews on which the tabu-

Exhibit i

RECORD OF MONITORED STINTS
AND VALIDATED COMPLETIONS

<u>STINTS</u>	<u>#</u>	<u>%</u>
Total Stints Conducted ¹	394	100
Total Stints Monitored:	97	25
By Ruston/Tomany Head Office Staff	28	7
By Ruston/Tomany On-Site Study Coordinator	69	18
 <u>COMPLETIONS</u>	 <u>#</u>	 <u>%</u>
Total Completions ²	3228	100
Total Validations Attempted:	361	11
Successful	307	10
Unsuccessful (Not Home, Busy, Moved Away, Refusals, Etc.)	54	2

(Source: Ruston/Tomany Survey Records)

All interviewing was monitored by on-site Ruston/Tomany trained supervisory personnel. Telephone validations of interviews were conducted within one month of the interview date.

¹Including observation stints.

²Includes outlier interviews. Charter motorcoach interviews were excluded from the validation process because of the high proportion of non-English speaking respondents and the difficulty in re-contacting overseas visitors.

lations are based, by season and mode, is shown in the following table:

Exhibit ii

<u>BY SEASON</u> ¹	<u>TOTAL</u>	<u>SUMMER</u>	<u>FALL</u>	<u>WINTER</u>	<u>SPRING</u>
ENTRANTS	3663	1504	523	1087	549
VISITORS	2783	1189	378	822 ²	394
PASS-THROUGH	880	315	145	265	155
<u>BY MODE</u>		<u>ROAD</u> ³	<u>BUS</u>	<u>TRAIN</u>	<u>CHARTER</u>
ENTRANTS		3002	131	197	333
VISITORS		2132	126	192	333
PASS-THROUGHS		870	5	5	N/A

Source: Ruston/Tomany Survey Records

The attitudinal questionnaire was distributed to 2783 visitors over the year and was returned in a usable form by 1503 (54% response rate).

The facing table details stint monitoring and in-office validations conducted on completed interviews over the full course of the study. The table facing the following page details the contacts made in order to achieve the completed interviews.

¹All figures include imputed stints. Seasons were defined by Travel Alberta as follows:

Summer	June 15 to September 7
Fall	September 8 to October 31
Winter	November 1 to April 14
Spring	April 15 to June 14

²390 Returned winter behavioural mailback.

³Includes ski hill interviews.

Exhibit iii

DISPOSITION OF CONTACTS

	<u>Total Contacts</u>	<u>By Season...</u>			
		<u>Summer</u>	<u>Fall</u>	<u>Winter</u>	<u>Spring</u>
(Actual)	(6,876) %	(2,784) %	(959) %	(2,022) %	(1,111) %
Refused Before Screening	6	5	5	5	9
Disqualified Vehicle Party ¹	15	11	17	19	19
Not Final Exit From Parks System ²	24	28	21	22	21
Qualified, But Refused After Screening	1	1	2	1	1
Total Completions With Qualified Parks Entrants	53	54	55	54	49

(Source: Detailed Tables, Volume I, page 1-2)

¹Includes parks residents, staff, emergency vehicles, taxis, sales calls, deliveries, etc.

²To qualify, the respondent had to be leaving the parks for the last time on the entire trip.

- Coding, Editing, Data Tabulation

Ruston/Tomany & Associates' data processing department edited all questionnaires for internal consistency, and prepared code lists for review and approval by Travel Alberta personnel. Code lists were expanded on a seasonal basis to reflect issues and concerns that emerged as the complexion of parks visitation changed over time. The coding manual utilized in the data handling stage is provided in Section B, Volume 3 of the Technical Appendix.

All data entry was verified. Prior to presentation of final estimates for each season, a review of existing information available to members of the Steering Committee about the number of visitors and their usage patterns within the Rocky Mountain National Park was undertaken. These reviews were conducted in conjunction with the Steering Committee, and any adjustments made to the original data file were approved by the Technical Committee. Expenditure information provided by parks visitors was allocated to categories and to Banff and Jasper National Parks according to pre-established rules. Details of the procedures used to review estimates and to assign expenditures are to be found in Section A, Chapters E and F of the Technical Appendix.

- Survey Definitions

Parks Entrant

A parks entrant is any person who entered the national parks other than those who live or work in the parks, or are in the parks for the purposes of commuting to or from work or school, on a sales or service call, or pick-up or delivery.



Parks Visitor

A parks visitor is an entrant who spent any time, money or did any sightseeing while within the four Rocky Mountain National Parks boundaries. Visitors to individual parks are defined to be those individuals who spent any time, money or did any sightseeing within the boundaries of the specific park¹. Thus, the individual who entered Yoho National Park and Banff National Park, but spent time/money or did sightseeing only in Banff National Park is defined as follows:

- Visitor to the Rocky Mountain National Parks;
- Visitor to Banff National Park;
- Pass-through to Yoho National Park.

Parks Pass-Through

An entrant who did not spend any time or money and did not do any sightseeing while within the four Rocky Mountain National Parks' boundaries is a pass-through for the entire parks system. The individual who entered but did not spend any time/money or do any sightseeing in a specific park is defined as a pass-through for that specific park.

Travel Party

For visitors exiting the parks by private vehicle, travel party is defined as those persons travelling with them in the vehicle. For those visitors exiting via bus, train or motorcoach, the travel party includes those people whom the respondent considers to be travelling with him or her in the same travel party. This, however, does not include

¹For overnight charters and all non-English respondents, "entrants" to a specific Park are also defined as "visitors" (see questionnaires for question wording).



all people travelling together on a bus or train. In some cases, travel parties consist of members from more than one household.

Person Visitor/Entrant

A person entrant is one person who entered the Rocky Mountain National Parks system. A person visitor is one person who visited the Rocky Mountain National Parks system. If four people are travelling together, the particulars of this trip are applied to each member of the travel party. This results in a total of four person entrants or visitors, depending on the characteristics of the trip.

Party Visit/Entrant

An entrance to the Rocky Mountain National Parks by all members of the party constitutes one party entrant. Regardless of the number of people in the party, it is considered one party entrance or party visit, depending on the characteristics of the trip.

Person Night

A person night is one night on a trip spent by one person. If two people spend three nights each, this constitutes six person nights.

Party Night

This is one night spent on the trip by the party. If two people from a party spend three nights, this constitutes three party nights.



FINDINGS

Findings of the Visitor Use and Profile Survey are available in the following documents:

- **Reports**

Volume I -- Executive Summary

Volume II -- General Summary
Volume, Value And Trip Characteristics

Volume III -- General Summary
Activities, Sites And Attitudinal
Information

- **Detailed Tabulations**

Volume I -- Administered Questionnaire Data
(Sections A, B, C, D)

Volume II -- Self-Completion Questionnaire Data
(Sections A, B, C)

- **Technical Appendix**

Section A: Methodology

Section B: Data Collection, Survey Manual and
Coding Materials (Volumes 1, 2, 3)

Section C: Detailed Stint Information

- **Data Tape**



ACKNOWLEDGEMENTS

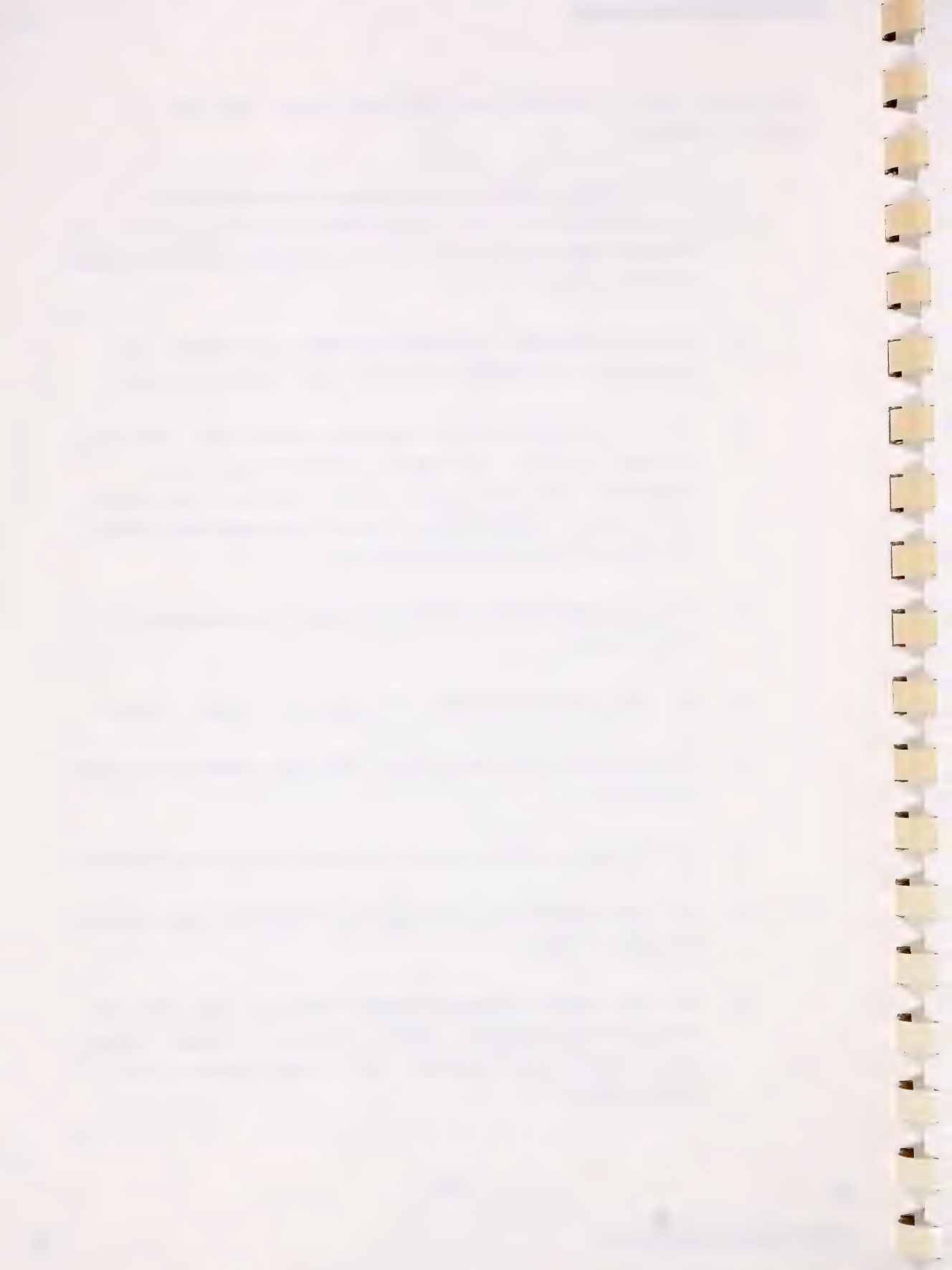
Ruston/Tomany & Associates Ltd. wishes to acknowledge its gratitude to the many organizations and individuals who contributed technical expertise, background data, invaluable experience and moral support to the project team over the course of the National Parks Utilization Study, Stage I; Visitor Use and Profile Survey. It would be impossible to list everyone who contributed to this study, but special thanks are due to:

- Don Wilson, Manager, Market Research and Analysis, Travel Alberta, who kept the study moving over many months;
- Jim Rouse, Canadian Parks Service, who raised key methodological and estimation concerns;
- Mike Sheridan, Project Manager, Statistics Canada's Special Surveys Group, for his down-to-earth methodological insights;
- Don Sears, Chief of Visitor Services, Banff National Park, whose day-to-day involvement in and support of the study ensured cooperation for our survey teams throughout the parks;
- Bob Huddleston, Senior Health and Safety Officer, Alberta Transportation, whose invaluable contribution to the roadside vehicle diversion procedures helped make it possible to interview motorists safely; and
- Gerry Spratt, Occupational Health and Safety Coordinator, Alberta Personnel Administration, whose insight and experience helped us carry out twelve months of 100% "accident free" roadside interviewing.



Among the other organizations and individuals who deserve special thanks:

- For **Travel Alberta**: Don Syrnyk, Alan Koehler, Bev Darbyshire, Sid Nieuwenhuis, Lorena Tyschuk and Brenda Bush La France and Enid Markus (formerly with Travel Alberta);
- For the **British Columbia Ministry of Tourism and Provincial Secretary**: Jim Lee and Sylvia Waterer;
- For the **Canadian Parks Service**: Steve Kun, Dave Day, George Balding, Ian Church, Fred Bander, Doug Chambers, Jillian Roulet, Grant Potter, Judy Otton, Scott Meis, Peter Whyte, Byron Irons and the entire National Parks Warden Service;
- For the **Banff-Lake Louise Chamber of Commerce**: Hap Freeman;
- For the **Jasper Chamber of Commerce**: Cindy Beland;
- For **Alberta Transportation**: Shirley Johnson and Dave Sturgeon;
- For **Tourism Canada**: Blair Stevens and Gordon Taylor;
- For the **Department of Regional Industrial Expansion**: Georgine Ulmer;
- For the **Royal Canadian Mounted Police**: the men and women of the Canmore, Banff, Jasper, Nordegg, Field, B.C., Radium Hot Springs, B.C., and Golden, B.C. Detachments;



- For Via Rail: Dorothy Peterson and Eddie Ram;
- For Brewster Transportation: David Morrison, Mel Billings and Jim Fraser;
- For Greyhound Canada: Bob Park; and
- The managers and staff of the eighty-one accommodation establishments and four ski resorts in the parks, without whose cooperation the study could not have been completed.

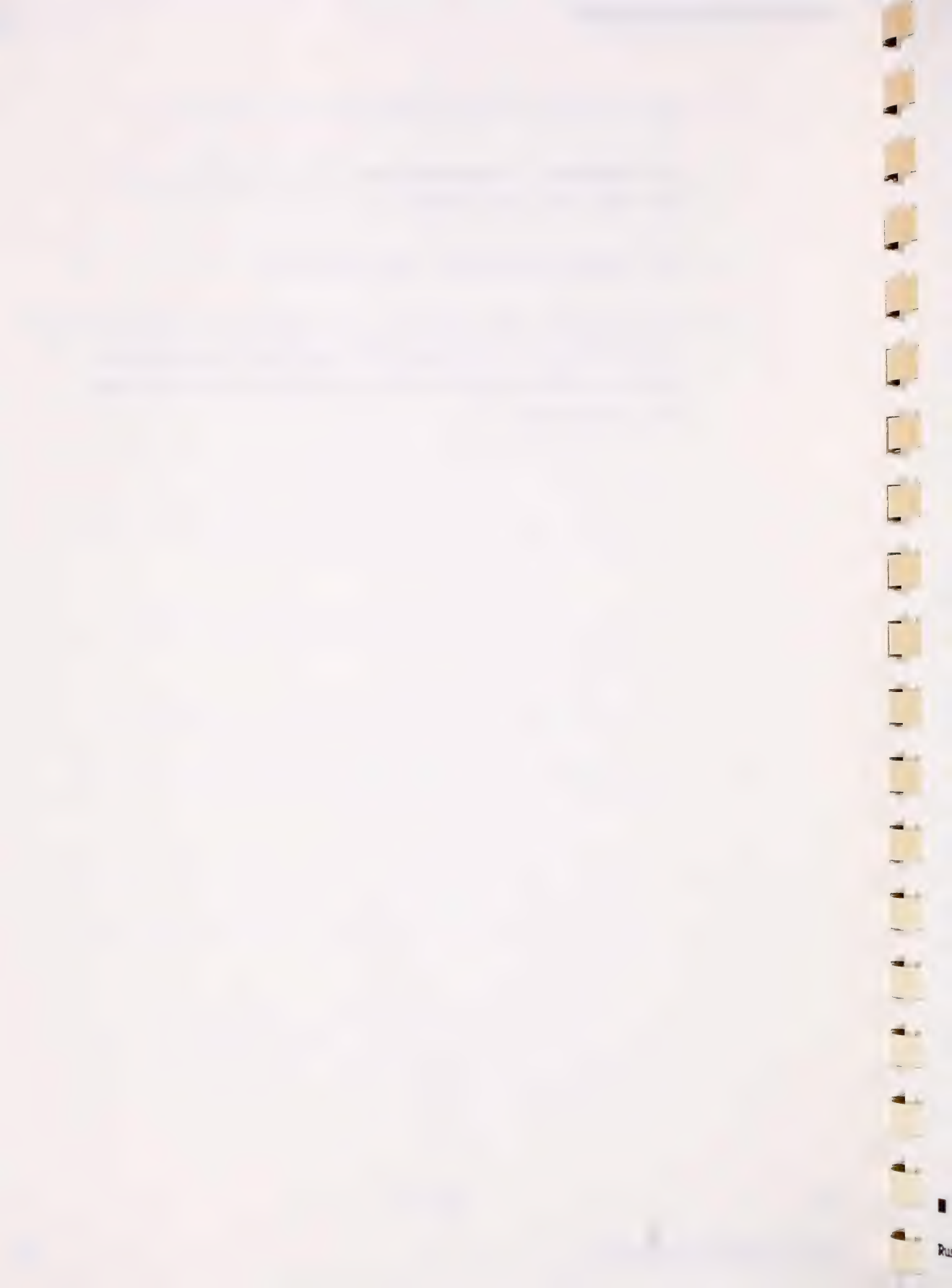


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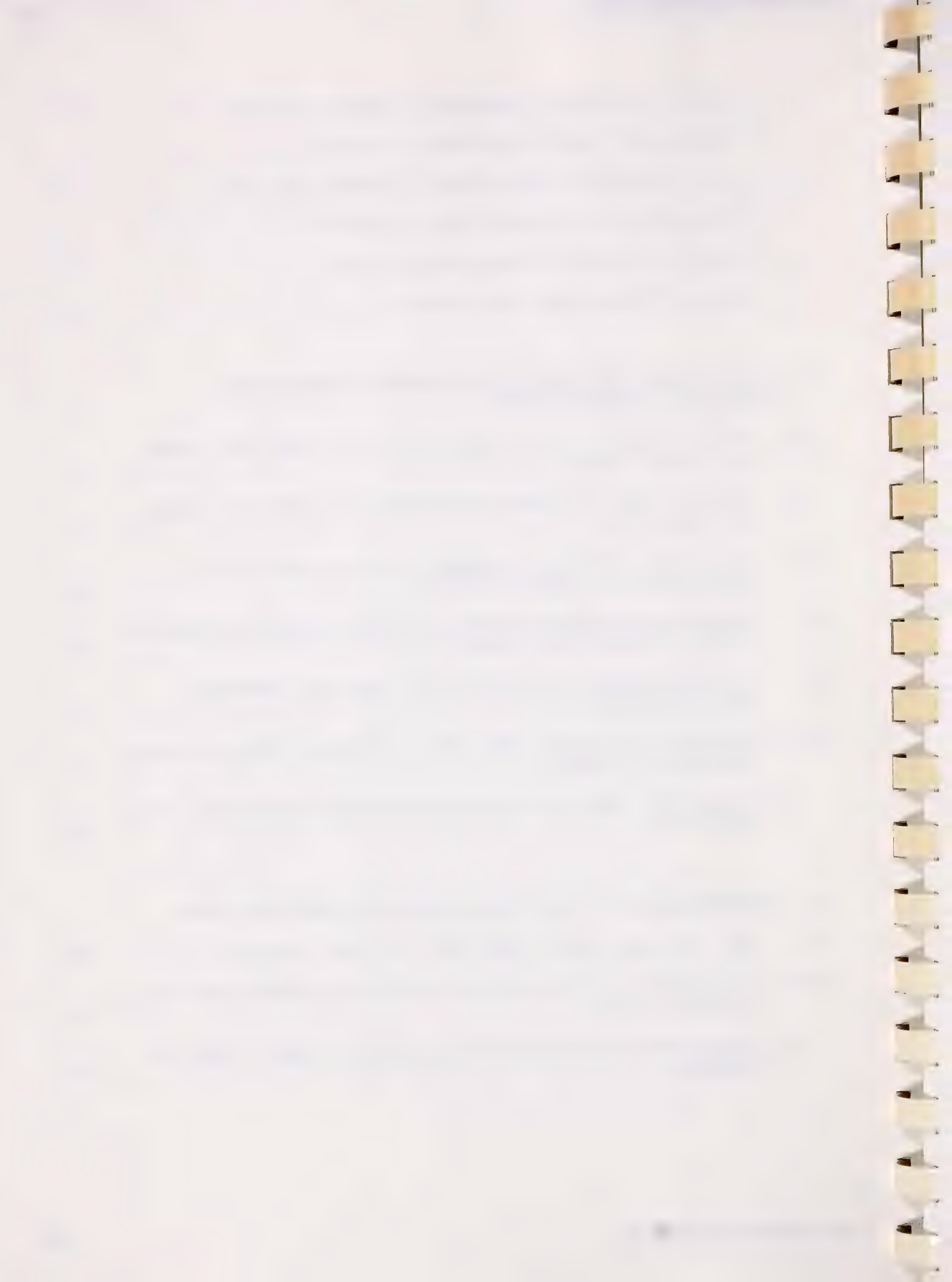
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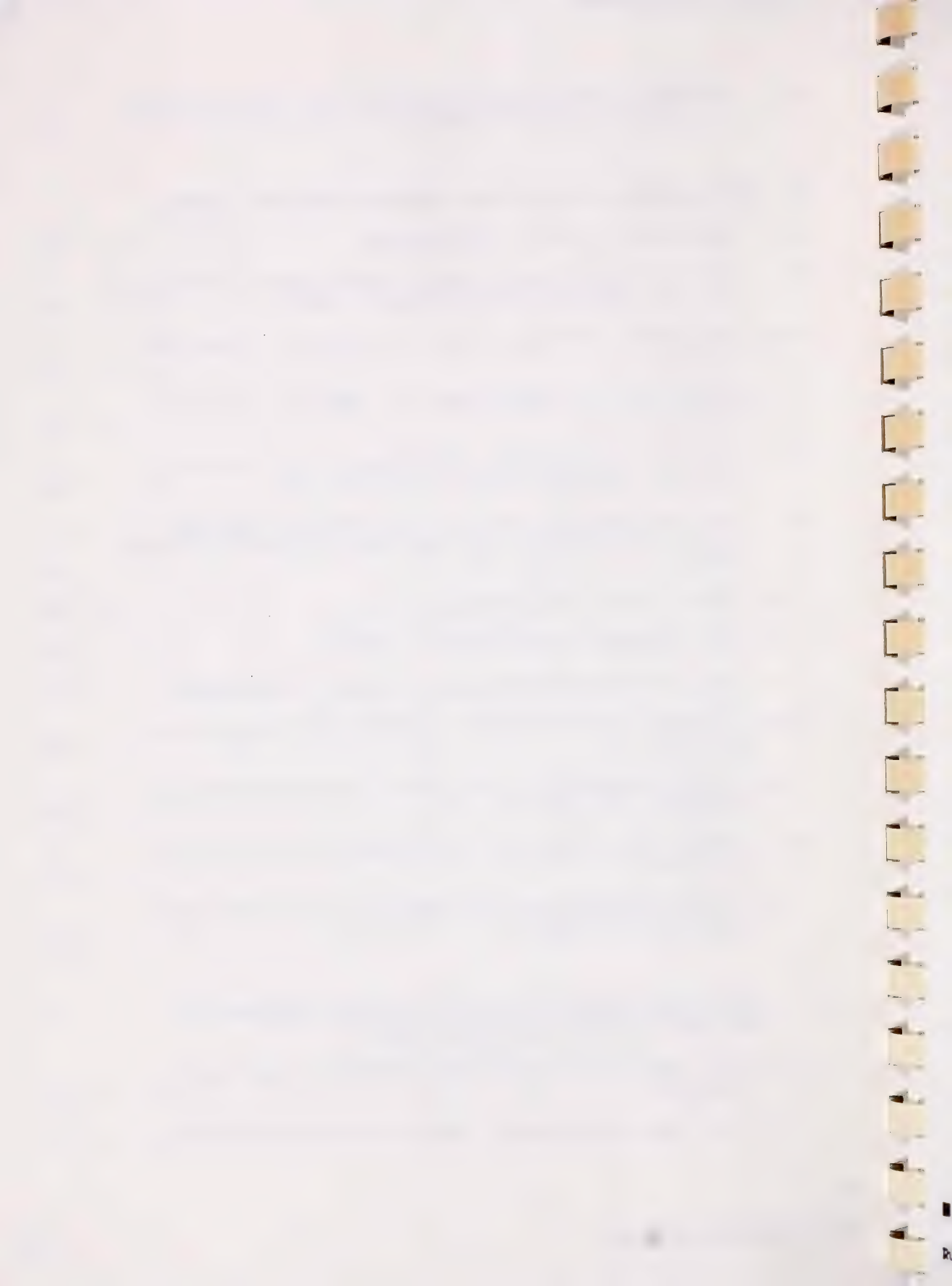
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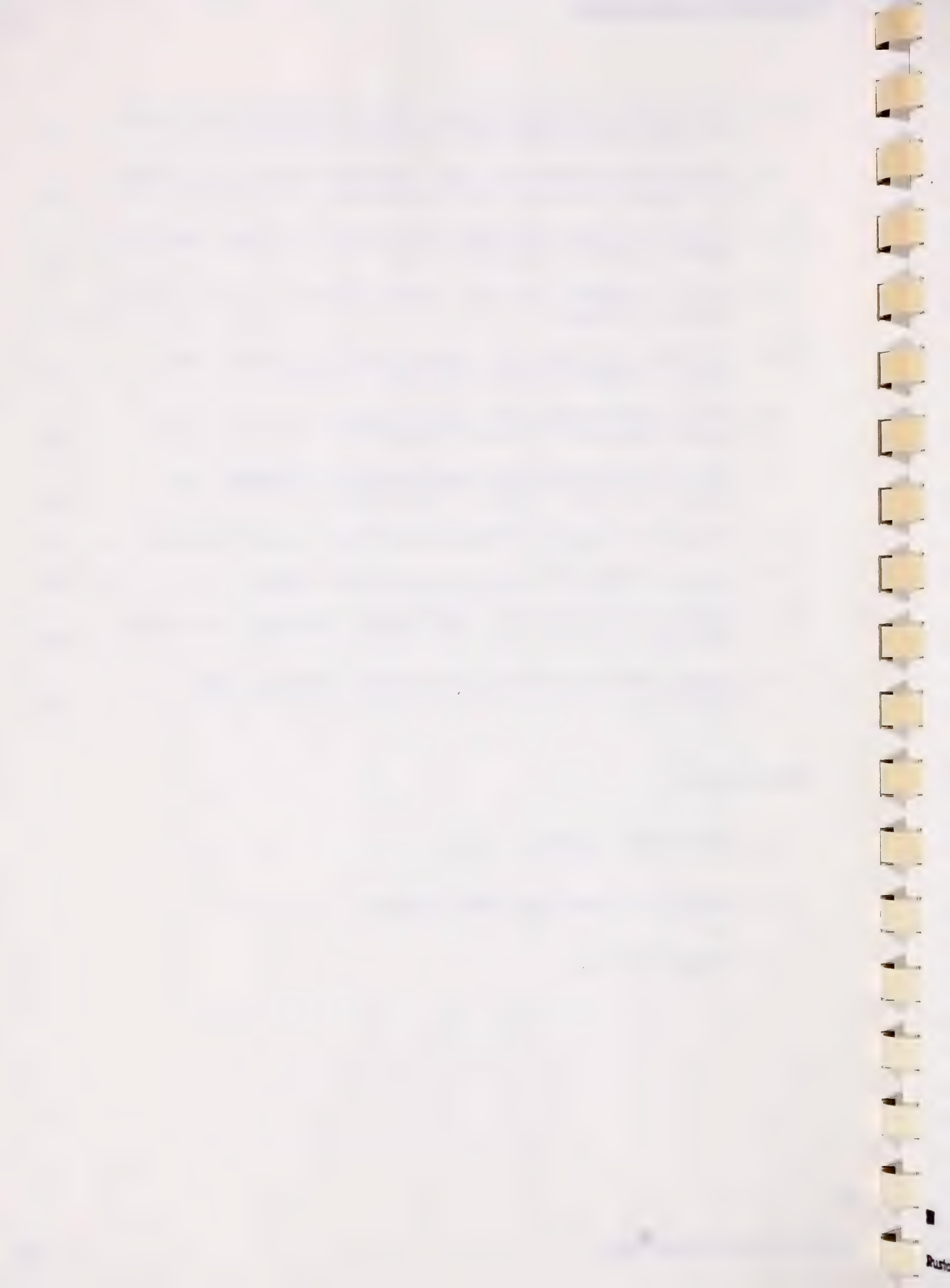
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- Questionnaires



A. OVERVIEW OF VOLUME AND VALUE ESTIMATES FOR THE FOUR ROCKY MOUNTAIN NATIONAL PARKS

1. Introduction

The analysis of findings from the National Parks Utilization Study, Stage I; Visitor Use and Profile Survey is divided into three separate volumes. Volumes I (Executive Summary) and II of this report primarily cover topics included in the questionnaire administered to randomly selected individuals as they were exiting the four Rocky Mountain National Parks. As such, the estimates included in these volumes derive from the full sample of entrants included in the study.

Volume III reports the findings obtained from the self-completion attitudinal questionnaire given to visitors as they were exiting the parks. These data have been weighted and projected to the full population of visitors, but are based on the behaviour and attitudes of approximately one-half of the interviewed visitor population (not all visitors chose to complete and return the self-completion questionnaire). The findings presented in Volume III derive, therefore, from a smaller base and have less stability than do the figures presented in Volumes I and II.

While the general division of data described above prevails throughout most of this report, there are instances in which data from the both sources (administered questionnaire and self-completion questionnaire) are brought together for comparative purposes. In these instances, a footnote is provided to alert the reader. Unless such a footnote is provided, the reader should assume that findings in Volumes I and II represent the

STATISTICS CANADA CLASSES OF STATISTICS¹

Coefficient Of Variation

A	0.0	-	0.59%
B	0.6	-	1.0%
C	1.1	-	2.5%
D	2.6	-	5.0%
E	5.1	-	10.0%
F	10.1	-	16.5%

G	16.6	-	25.0%
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Qualified Number:
Use With Extreme
Caution

H	25.1%	-	Or More
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Unpublishable by
Statistics
Canada's
Standards

¹At the 95% level of confidence. See Technical Appendix for a discussion of the calculation of the Coefficient of Variation.

full sample, and that Volume III findings represent that portion of the sample that returned the self-completion questionnaire.

For details of the weighting and projection procedures adopted for handling the two types of data, the reader is referred to Section A of the Technical Appendix (under separate cover).

Estimates provided in this report are reliable within a stated range, 19 times out of 20. The tolerances are provided for key statistics in Chapter A of this report (on summary tables in the form of the Coefficient of Variation¹ as categorized by Statistics Canada and within the text in the form of the numerical range on each key estimate at the 95% level of confidence²). The facing table provides the Statistics Canada Classes of Statistics, at the 95% level of confidence and should be used in interpreting the survey findings.

Since the remainder of the report presents findings based on the total estimates, the reader is encouraged to refer to Chapter A when evaluating percentage distributions or differences among sub-groups. All figures used to calculate the total standard error of a statistic (replicates of the data base), and the coefficient of variation are appended to Detailed Tabulations, Volume I, Section D (under separate cover).

All statistics presented in this report reflect estimates based on the one year data collection period (June 15, 1987 to June 14, 1988). While there is no obvious reason to suppose

¹The letter in parenthesis next to key statistics.

²The \pm figure in parenthesis following the statistic.



that this time period is atypical, generalizations to past or future years should be undertaken with caution, particularly in light of the benchmark nature of these volume statistics and the sensitivity of the tourism market to demographic and economic impacts.

Exhibit 2

Annual¹ Volume Estimates For The Rocky Mountain National Parks

	<u>Party</u>	<u>Person</u>
Actual	(3,231) #	(3,231) #
Entrants ²	2,241,000 (A) ³	5,513,100 (A)
Visitors	1,625,500 (A)	4,084,000 (B)
Pass-Throughs	615,500 (A)	1,429,100 (B)

(Source: Detailed Tables, Volume I, pages 7-1, 3, 5, 7)

¹"Annual" study period: June 15, 1987/June 14, 1988. See Foreword for definitions of entrants, visitors and pass-throughs.

²All figures are weighted/projected and rounded to the nearest hundred.

³Letters in parentheses constitute Statistics Canada's Class of Statistic, based on the Coefficient of Variation at the 95% confidence level. For more information, see "Statistics Canada Classes of Statistics", in this volume.

2. Annual Volume Estimates For The Rocky Mountain National Parks

More than 5.5 million individuals ($\pm 57,000$) from Canada, the United States and overseas entered the boundaries of the four Rocky Mountain National Parks between June 1987 and June 1988 (all references to time periods in this report refer specifically to this one year period). These men, women and children constitute more than two million separate travel parties ($\pm 11,000$)¹.

Despite the fact that the Rocky Mountain National Parks are major vehicular conduits for traffic moving eastward from British Columbia and westward from Alberta, the vast majority of qualified entrants to these Parks claim to have spent time, money or to have done sightseeing² while within the boundaries of the parks system. According to the survey definition, approximately four million ($\pm 85,000$) individuals or more than 1.6 million ($\pm 13,000$) travel parties visited the Rocky Mountain National Parks between June 1987 and June 1988.

Individuals entering the four park boundaries solely for the purpose of passing through account for approximately one quarter of all Rocky Mountain National Parks' entrants (1.4 million $\pm 28,000$).

¹Measurement of park entrants is based on qualified travel parties (see Foreword for exclusions from survey definitions) leaving one of the following parks for the last time on their trip away from home: Banff National Park, Jasper National Park, Yoho National Park, and Kootenay National Park.

²Respondents defined themselves as "visitors" if they responded in the affirmative to the following question: "While in (READ EACH PARK ENTERED), did you stop and spend any time or money or do any sightseeing?"

Annual Person Visitors To The
Rocky Mountain National Parks¹

Actual	<u>In Total</u> (2,351)	
		#
Four Parks ²	4,084,000	(B)
Alberta Parks	3,898,600	(C)
Banff National Park	3,167,500	(D)
Jasper National Park	1,598,900	(F)
British Columbia Parks	748,300	(G)*
Yoho National Park	425,600	(G)*
Kootenay National Park	424,700	(G)*

(Source: Detailed Tables, Volume I, page 12-1)

¹"Annual" study period: June 15, 1987/June 14, 1988. Person visitors: Spent time, money or went sightseeing in at least one of the Rocky Mountain National Parks.

²All figures are weighted/projected and rounded to the nearest hundred.

*"Qualified number": Use with extreme caution.

3. Annual Visitation To Individual Parks

Visitors¹ to each of the four parks that comprise the Rocky Mountain National Parks constitute one of the prime analysis units of this study. As such, it is important that their survey definition be clearly stated:

- **An Alberta National Parks Visitor**

Any individual (including children) who claimed to spend time, money or go sightseeing within the boundaries of Banff or Jasper National Parks.

- **A Banff National Park Visitor**

Any individual (including children) who claimed to spend time, money or go sightseeing within the boundaries of Banff National Park.

- **A Jasper National Park Visitor**

Any individual (including children) who claimed to spend time, money or go sightseeing within the boundaries of Jasper National Park.

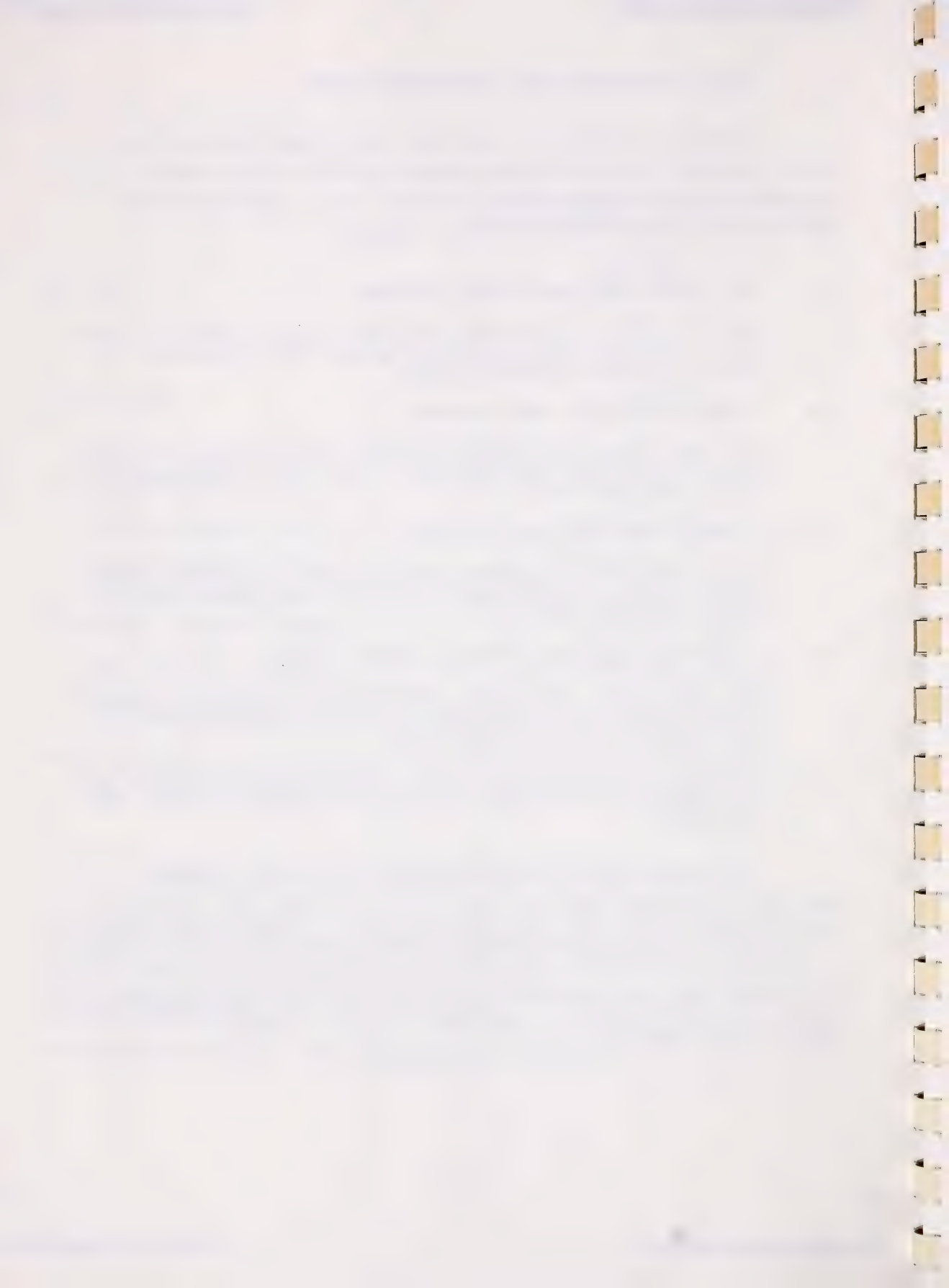
- **A British Columbia National Parks Visitor**

Any individual (including children) who claimed to spend time, money or go sightseeing within the boundaries of Yoho or Kootenay National Parks.

Visitors to Yoho National Park and Kootenay National Park are defined in a manner analogous to Banff National Park visitors.

Almost four million individuals visited the Alberta national parks over the year (3.9 million \pm 127,000), and over three million spent time, money or went sightseeing within the

¹Throughout this report, the term "visitor" is used to denote a "person visitor" measure. The term "visit" is used to denote a "party visit" measure.



boundaries of Banff National Park (3.2 million \pm 261,000). Jasper National Park attracts about one-half the visitors that its neighbour to the south does (1.6 million \pm 343,000) whereas the visitation to Yoho and Kootenay National Parks is almost evenly divided between these two British Columbia parks (approximately 400,000 each). Please note that visitor estimates to the British Columbia parks should be viewed with caution¹.

¹The study was designed to provide reliable volume estimates for the four park system, and for Banff National Park and Jasper National Park separately. It was not designed to provide reliable estimates for the British Columbia parks separately.

**Annual Person Entrants And Visitors
To The Rocky Mountain National Parks¹**

	<u>Person Entrants</u>	<u>Person Visitors</u>	<u>Conversion Of Entrants To Visitors</u>
Actual	(3,231)	(2,351)	
	#	#	
Four Parks	5,513,100 (A)	4,084,000 (B)	74%
Alberta Parks	5,443,300 (C)	3,898,600 (D)	72%
Banff	4,635,100 (C)	3,167,500 (D)	68%
Jasper	1,981,700 (D)	1,598,900 (F)	81%
British Columbia Parks	2,490,900 (B)	748,300 *(G)	30%
Yoho	1,655,200 (B)	425,600 *(G)	26%
Kootenay	1,130,900 (E)	424,700 *(G)	38%

(Source: Detailed Tables, Volume I, pages 26-6/10)

¹"Annual" study period: June 15, 1987/June 14, 1988. "Person entrants" entered specific park, and "visitors" spent time, money, or went sightseeing in specific park.

²All figures are weighted/projected and rounded to the nearest hundred.

*"Qualified number": Use with extreme caution.

4. Conversion Of Entrants To Visitors For Individual Parks

Approximately three in every four entrants to the Rocky Mountain National Parks constitute visitors to this park system. Of the four individual parks that comprise the system, Jasper National Park is most successful in "converting" entrants to visitors -- eight in ten possible visitors claim that they spend time, money or sightsee within the borders of Jasper National Park.

Of all possible visitors (i.e., entrants) to Banff National Park, two-thirds constitute bona fide visitors according to the survey's definition.

International reputation and visitor infrastructure are more limited in the British Columbia national parks than they are in the Alberta national parks. These differences may account for the lower ratio of visitors to entrants in Yoho and Kootenay National Parks than is evident for the Alberta parks. Of the two British Columbia parks, Kootenay (38%) is somewhat more successful than is Yoho (26%) in generating visitors from those individuals who enter the respective boundaries.

Person Visitors To The Rocky Mountain National Parks
In...Season¹

	<u>Summer</u>	<u>Fall</u>	<u>Winter</u>	<u>Spring</u>
Actual	(1,189)	(378)	(390)	(394)
	#	#	#	#
Four Parks ²	1,646,100 (E)	391,800 (F)	1,441,500 (C)	604,600 *(G)
Alberta Parks	1,551,800 (E)	355,100 (E)	1,403,100 (D)	588,500 *(G)
Banff	1,203,100 (A)	310,000 (F)	1,166,000 (E)	488,500 *(G)
Jasper	907,100 *(G)	142,100 (F)	337,000 (E)	212,900 (C)
British Columbia Parks	487,200 (A)	86,300 **(H)	67,200 **(H)	107,600 *(G)
Yoho	289,600 (B)	40,300 **(H)	38,500 **(H)	57,200 **(H)
Kootenay	276,700 *(G)	57,200 **(H)	29,600 **(H)	61,200 **(H)

(Source: Detailed Tables, Volume I, page 82-3, 84-8)

¹Spent time, money, or went sightseeing in specific park. See Foreword for definition of seasons.

²All figures are weighted/projected and rounded to the nearest hundred.

**"Qualified number": Use with extreme caution.

**"Unpublishable number" by Statistics Canada's standards: Do not use.

5. Seasonal Visitation To Individual Parks

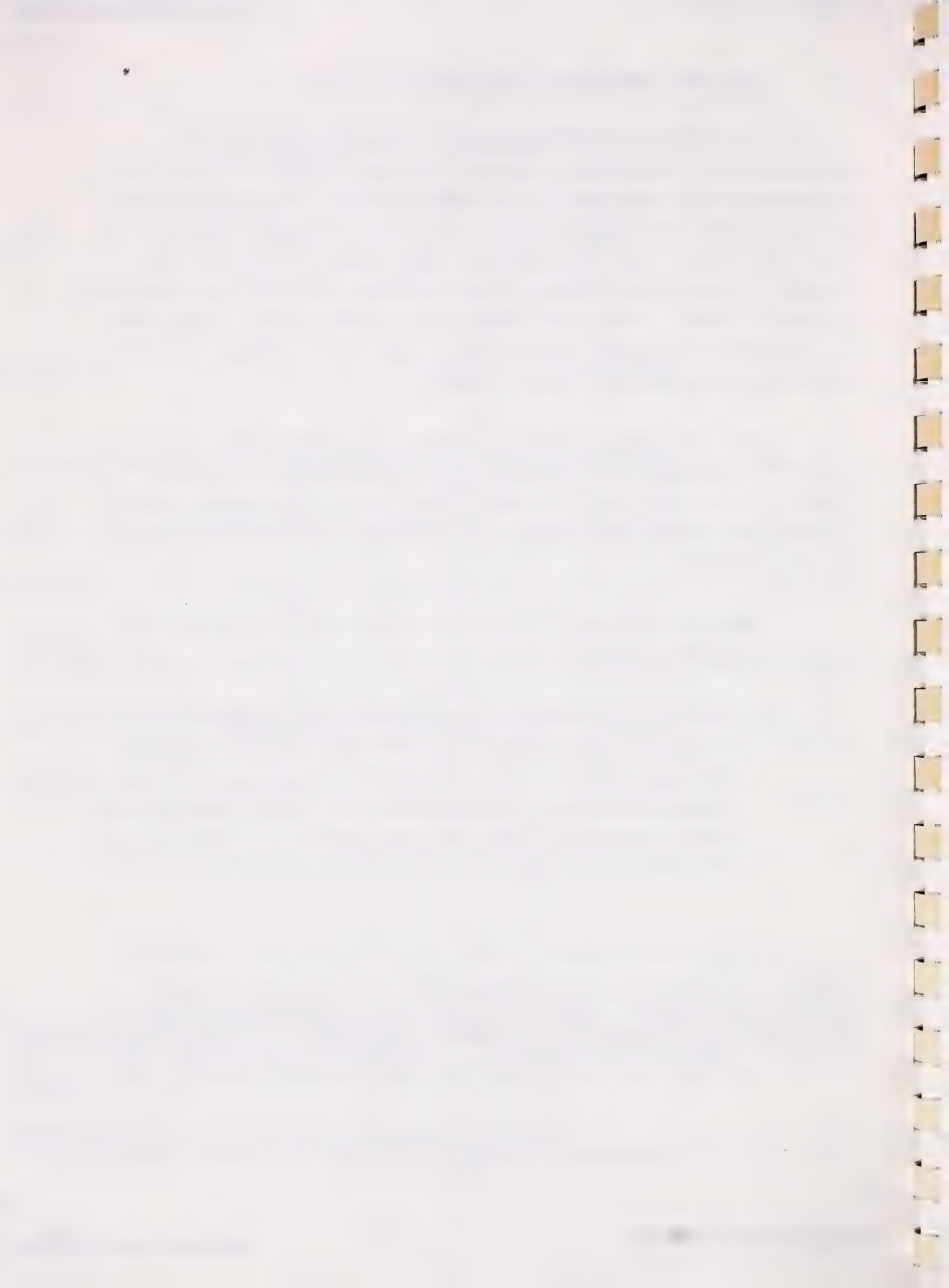
The summer season¹ generates the highest level of utilization of the Rocky Mountain National Parks -- over 1.6 million (\pm 192,000) men, women and children visited the parks system during the twelve week 1987 summer season. Winter, too, is a key season for these parks. The winter season is, of course, considerably longer than is summer in the Rocky Mountain National Parks. Over this twenty-four week period, more than 1.4 million (\pm 48,000) individuals spent time, money or went sightseeing within the parks system.

The "shoulder" seasons account for approximately one-third of the year, and approximately one-quarter of parks visitors. To put this in some perspective, the summer season constitutes about one-quarter of the year, but attracts about 40% of visitors.

The distribution of visitors across specific parks by season suggests the following:

- The Alberta National Parks enjoy dual season usage to a much greater extent than do the British Columbia National Parks. The three million visitors to the two Alberta National Parks in the two "peak" seasons are almost evenly divided between summer (1.6 million \pm 170,000) and winter (1.4 million \pm 119,000).

¹Travel Alberta defined the Rocky Mountain National Parks seasons as follows: Summer -- June 15 to September 7; Fall -- September 8 to October 31; Winter -- November 1 to April 14; and Spring -- April 15 to June 14.



- The British Columbia National Parks, on the other hand, would appear to have only one "peak" season. Almost two-thirds of these parks' total visitation occurs in the course of the twelve week summer (0.5 million \pm 985). Estimates for other seasons in the British Columbia parks are too volatile to support analysis.
- Of the two Alberta parks, Banff is considerably more successful in achieving balanced utilization in the two peak seasons. In this park, summer (1.2 million \pm 10,000) and winter (1.2 million \pm 132,000) visitation levels are almost identical. While the estimates must be viewed with caution, Jasper National Park would appear to be more heavily utilized in the summer season (0.9 million \pm 346,000) than it is in the winter (0.3 million \pm 37,000).

Place Of Residence Of Rocky Mountain National
Parks Person Visitors¹ Who Visited...

	<u>Any Park</u>
Actual	(2,351)
Weighted/Projected, In Thousands	(4,084.0)
	%
Any Canada	80
British Columbia	10
Alberta	59
Other Provinces	12
Any U.S.A.	14
Any Overseas	6

(Source: Detailed Tables, Volume I, pages 12-1/2)

Spent time, money or went sightseeing in at least one of the Rocky
Mountain National Parks.

6. Place Of Residence Of Visitors To The Rocky Mountain National Parks

The vast majority of visitors to the parks are Canadians. As many as 8-in-10, or 3.3 million (\pm 92,000) parks' visitors reside in Canada. Alberta is the single biggest contributor of such visitors -- 2.4 million (\pm 98,000). Approximately 0.4 million (\pm 166,000) British Columbians visited the Rocky Mountain National Parks between June 1987 and June 1988.

About 0.6 million (\pm 35,000) residents of the United States and roughly 0.2 million (\pm 121,000) individuals from other countries visited the parks system over the year. A more detailed analysis of the origin of visitors to the individual parks, by season, is provided in Chapter B of this volume.

**Same-Day And Overnight Visitation Patterns
In The Rocky Mountain National Parks**

	<u>Same-Day Visitors</u>	<u>Overnight Visitors</u>
Actual	(770) #	(1,581) #
Four Parks ¹	1,796,000 (F)	2,288,000 (F)
Alberta Parks	1,679,200 (F)	2,219,400 (E)
Banff National Park	1,325,900 (G)*	1,841,700 (E)
Jasper National Park	487,000 (D)	1,111,900 (G)*
British Columbia Parks	239,000 (G)*	509,300 (H)**
Yoho National Park	119,100 (D)	306,500 (H)**
Kootenay National Park	133,800 (H)**	290,900 (H)**

(Source: Detailed Tables, Volume I, pages 37-1, 5)

All figures are weighted/projected and rounded to the nearest hundred.

"Qualified number": Use with extreme caution.

"Unpublishable number" by Statistics Canada's standards: Do not use.

7. Same-Day And Overnight Visitation Patterns In The Rocky Mountain National Parks

More than 4-in-10, or 1.8 million (\pm 519,000) Rocky Mountain National Parks visitors restrict their visit to the parks to a single day while the remaining 6-in-10, or 2.3 million (\pm 604,000) spend at least one night within the parks' boundaries.

Banff is considerably more likely to attract "day visitors" than is any other park. Slightly over 4-in-10 (42%) Banff visitors do not stay overnight in that park, while only about 3-in-10 (31%) Jasper visitors are "day visitors". The two British Columbia parks are similar to Jasper in terms of their ratios of same-day to overnight visitors.

**Annual¹ Person Nights Spent In
The Rocky Mountain National Parks**

	<u>In Total</u>	
Actual	(4,721)	
	#	
Four Parks ²	6,063,100	(E)
Alberta Parks	5,523,200	(E)
Banff National Park	3,683,300	(E)
Jasper National Park	1,839,900	(F)
British Columbia Parks	291,300	(H)**
Yoho National Park	136,400	(H)**
Kootenay National Park	155,000	(H)**

(Source: Detailed Tables, Volume I, pages 44-1, 44-11, 44-17, 44-25, 44-33, 44-38, 44-42)

¹"Annual" study period: June 15, 1987/June 14, 1988.

²All figures are weighted/projected and rounded to the nearest hundred. If nights were spent in the parks but the specific location/park was not identified, these nights are included in the four parks total but not in any individual park figure. As a result, the sum of the four individual parks figures is less than the four parks figure.

**"Unpublishable number" by Statistics Canada's standards:
Do not use.

8. Person Nights Spent In The Rocky Mountain National Parks

In the course of the year, more than six million ($\pm 969,000$) person nights were spent within the boundaries of the four Rocky Mountain National Parks. The vast majority of these nights were spent in Alberta parks (5.5 million $\pm 807,000$), reflecting the higher level of visitation achieved by Banff and Jasper relative to the two British Columbia parks.

Just as Banff National Park attracts almost two visitors for each visitor to Jasper National Park over a full year period (See Section A.3), so too does it host about twice as many person nights (3.7 million $\pm 440,000$) as does Jasper (1.8 million $\pm 368,000$).

More than 9-in-10 visitors to the entire Rocky Mountain National Parks system state that they visited the Alberta national parks. A similar proportion of all person nights spent within the system were spent in Banff or Jasper National Parks.

While person night estimates for the British Columbia parks do not warrant detailed comment, they do suggest that the relationship between visitors and nights is quite different from that evident in the Alberta parks. Approximately 1-in-5 visitors to the four park system claim to have spent time, money or to have gone sightseeing in Yoho or Kootenay National Parks, but according to the survey estimate (albeit a highly variable one), fewer than 1-in-20 total parks person nights (0.3 million $\pm 248,000$) were spent in these two parks.

Annual¹ Person Night Accommodation In Rocky Mountain National Parks

Actual	(4,721)	
	#	
Total Person Nights ²	6,063,100	(E)
<u>Person Nights In...</u>		
Roofed Accommodation	4,246,500	(C)
Hotel/Motel/Lodge	3,952,200	(C)
Commercial Cottage/Cabin	153,700	(H)**
Other Roofed	140,600	(H)**
Camping	1,388,400	(B)
Family/Own Vacation Home	277,400	(G)*

(Source: Detailed Tables, Volume I, pages 44-1/2)

¹"Annual" study period: June 15, 1987/June 14, 1988.

²All figures are weighted/projected and rounded to the nearest hundred.

*"Qualified number": Use with extreme caution.

**"Unpublishable number" by Statistics Canada's standards:
Do not use.

9. Accommodation Nights Spent In the Rocky Mountain National Parks

On an annual basis, over 4.2 million (\pm 114,000) person nights, or 7-in-10 of all person nights, are spent in commercial roofed accommodation within the boundaries of the four Rocky Mountain National Parks. As is clearly evident from the facing table, hotel, motel, resort and lodge facilities predominate within the commercial roofed accommodation sector (4.0 million \pm 143,000 nights).

In addition, about 1.4 million (\pm 19,000) person nights are spent in camping facilities within the four park system. This represents approximately 1-in-4 of the person nights spent in the Rocky Mountain National Parks over the year.

Not surprisingly, camping spaces are primarily filled during the summer season only. In fact, about 8-in-10 of all "camper nights" but fewer than 4-in-10 of the 4.2 million commercial roofed accommodation nights occur during the summer season.

Annual¹ Expenditure Within The
Rocky Mountain National Parks
By Park²

Actual	(\$842,538)	
	\$	
Four Parks ³	\$417,227,400	(E)
Alberta Parks	\$399,441,500	(F)
Banff National Park	\$286,522,300	(E)
Jasper National Park	\$112,919,200	(G)*
British Columbia Parks	\$ 13,400,000	(F)

(Source: Detailed Tables, Volume I, pages 47-1, 48-1, 49-1, 50-1, 51-1)

¹"Annual" study period: June 15, 1987/June 14, 1988.

²Includes all prepaid and direct expenditures made within the Rocky Mountain National Parks boundaries, and allocated to specific parks according to established rules (See Technical Appendix, Section A).

³All figures are weighted/projected and rounded to the nearest hundred. Sum of individual parks' expenditures is less than four parks total due to rounding in the calculations.

*"Qualified number": Use with extreme caution.

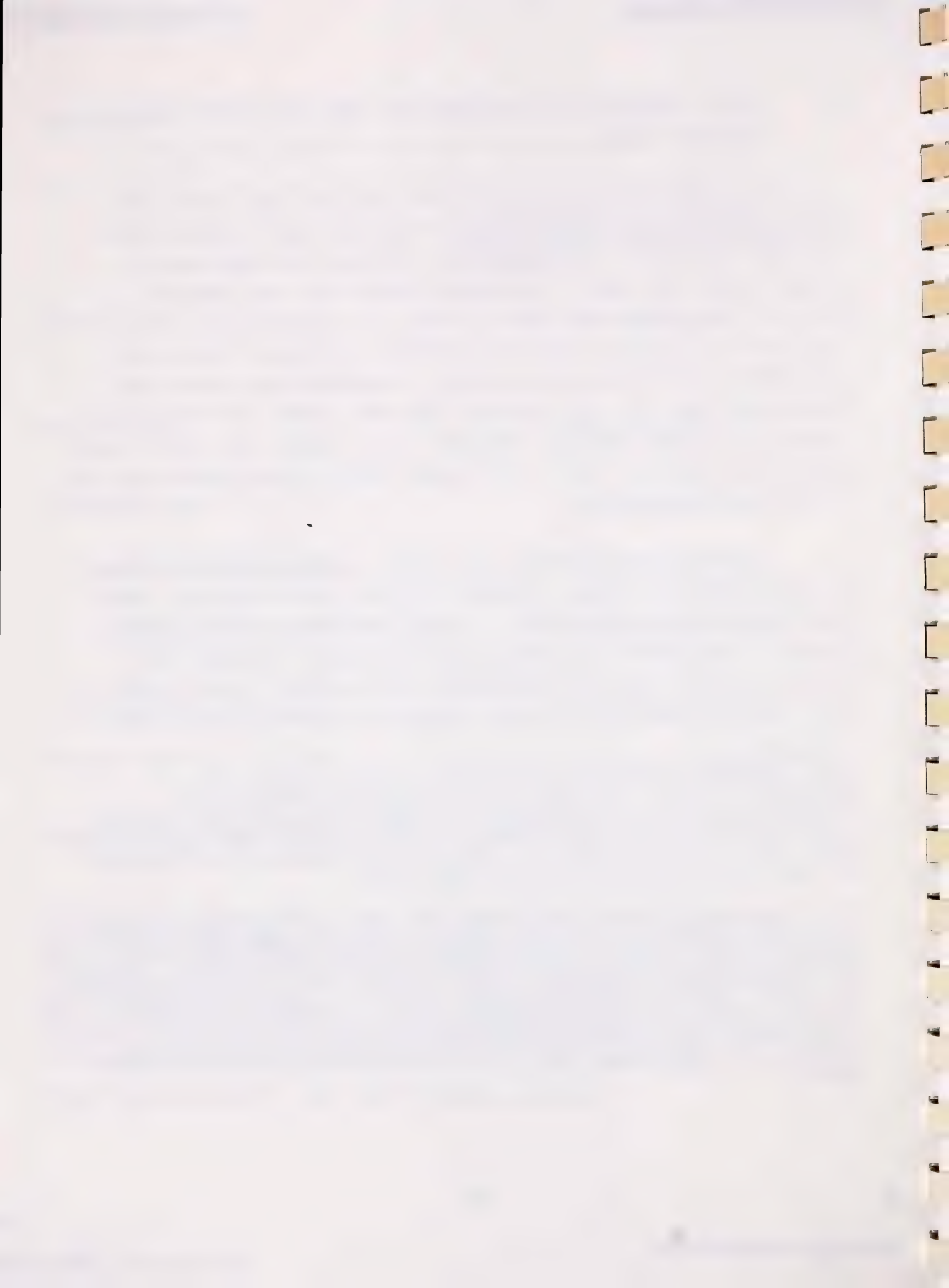
10. Annual Expenditure Estimates For The Four Rocky Mountain National Parks

More than \$400 million (\pm \$73 million)¹ were spent by visitors within the Rocky Mountain National Parks between June 1987 and June 1988. This estimate includes all expenses incurred within the parks (including those that were prepaid prior to entry into the parks system), but excludes all expenses incurred in travel to the Rocky Mountain National Parks (e.g., transportation to the parks system, accommodation outside the boundaries, etc.)². On average, each man, woman and child who visited the Rocky Mountain National Parks during the survey year spent approximately \$100 in the parks system (See Section 29 for average expenditures).

Almost seven of every ten dollars spent within the Rocky Mountain National Parks, or \$287 million (\pm \$37 million), were spent in Banff National Park. Likely because it hosts about one-half the number of visitors as does Banff, revenues for Jasper National Park are estimated, with caution, to be less than one-half the revenue that accrues to Banff National Park.

¹All expenditure estimates provided in this report are in Canadian dollars. Conversion of foreign currencies into Canadian dollars was conducted throughout the year-long survey. Exchange rates were monitored on a weekly basis, and the average rate for a calendar month for each foreign currency was applied to interviews conducted during that month.

²All expenditure information was collected on a category by category basis for the travel party. Prepaid expenses, both as packages and individual items, were collected separately. See the questionnaire appended to this volume for the exact question wording. The Technical Appendix, Section A (under separate cover) contains a complete discussion of the development of expenditure estimates and the rules utilized for allocating expenses to particular parks within the Rocky Mountain National Parks.



The more northern park receives about \$113 million
(± \$55 million) in visitor expenditures over the year.

The British Columbia parks generate about \$13 million
(± \$3 million) in revenue over the year, or 1-in-33 of all
dollars spent in the Rocky Mountain National Parks.

Seasonal¹ Summary For The Four Rocky Mountain National Parks

	<u>Person² Visitors</u>	<u>Person Nights</u>	<u>Expenditures³</u>
Actual	(2,351) #	(4,721) #	(\$842,538) \$
Annual ⁴	4,084,000 (B)	6,063,100 (E)	\$417,227,400 (E)
Summer	1,646,100 (E)	2,835,200 (F)	\$161,567,200 (E)
Fall	391,800 (F)	521,700 (E)	\$ 41,334,700 (D)
Winter	1,441,500 (C)	2,055,300 (D)	\$151,192,400 **(H)
Spring	604,600 *(G)	651,000 (F)	\$ 63,133,100 (D)

(Source: Detailed Tables, Volume I, pages 12-5, 45-5, 47-5)

¹See Foreword for definition of seasons.

²Spent time, money or went sightseeing in at least one of the Rocky Mountain National Parks.

³Includes all prepaid and direct expenditures made within the Rocky Mountain National Parks' boundaries.

⁴All figures are weighted/projected and rounded to the nearest hundred.

*"Qualified number": Use with extreme caution.

**"Unpublishable number by Statistics Canada's standards: Do not use.

11. A Summary Of Key Volume/Value Estimates: Expenditures, Visitors And Nights By Season

When examined on a seasonal basis, expenditures made within the Rocky Mountain National Parks system closely parallel volume levels for the four seasons. Specifically, about 4-in-10 of all dollars spent within the parks, or \$162 million (\pm \$23 million), are spent during the summer season. Correspondingly, this season hosts 4-in-10 of the year's visitors. Although winter expenditure figures are presented with hesitation because of their extreme volatility, the data seem to suggest that this season accounts for more than one-third of all park visitors (35%) and the same proportion of annual expenditures (36%, or \$151 million \pm \$104 million). Virtually identical patterns are evident for each of the shoulder seasons as well.

The absence of roofed accommodation costs for the substantial number of summer visitors who camp in the Rocky Mountain National Parks is likely reflected in the fact that this season accounts for almost 5-in-10 person nights (47%), but for less than 4-in-10 dollars expended over the year (39%). By way of contrast, the proportions of annual expenditures and person nights accounted for by the winter season -- when camping is especially rare -- are virtually the same.

A Comparison Of Numbers Of Visitors And Expenditures By Same-Day/Overnight Visitors And Place Of Residence

	<u>Person Visitors¹</u>	<u>Expenditures²</u>
Actual	(2,351)	(\$842,538)
Weighted/Projected In Thousands	(4,084.0)	(\$417,227.4)
	%	%
Type Of Visitor		
Same-Day	44	8
Overnight	56	92
Place Of Residence		
Canada	80	59
British Columbia	10	5
Alberta	59	41
Other Provinces	12	13
Any U.S.A.	14	27
Any Overseas	6	14

(Source: Detailed Tables, Volume I, pages 12-1/2; 37-1/2 and 47-3, 5)

¹Spent time, money or went sightseeing in at least one of the Rocky Mountain National Parks.
²Includes all prepaid and direct expenditures made within the Rocky Mountain National Parks' boundaries.

12. A Comparison Of Numbers Of Visitors And Expenditures By Same-Day/Overnight Visitors And Place Of Residence

The facing table presents a comparison of volume estimates (number of visitors) and value estimates (expenditures) by type of visitor (same-day or overnight) and place of residence of visitors.

The most interesting, if not surprising, finding from this comparison is that while same-day visitors account for more than 4-in-10 parks visitors, they only contribute about 1-in-12 of the dollars spent by visitors to the Rocky Mountain National Parks. Overnight visitors, on the other hand, account for more than ninety percent of expenditures.

It is also interesting to note that although Canadian residents account for 8-in-10 parks visitors, they contribute a somewhat lower proportion of parks expenditures (59%). This relationship is, in the main, reversed within the foreign market:

- U.S.A. visitors contribute about 1-in-4 of total expenditures in the parks, but represent approximately 1-in-7 visitors;
- Overseas visitors spend 1-in-7 of all dollars spent in the parks, but represent only 1-in-17 visitors.

Annual Expenditure Within
The Rocky Mountain National
Parks, By Category¹

Actual	(\$842,538)	
	\$	
Total Annual Expenditure ²	\$417,227,400	(E)
Lodging (Excluding Camping Fees)	\$126,883,900	(A)
Restaurants	\$123,122,600	(F)
Retail	\$ 59,655,100	(H)**
Recreation/Pleasure	\$ 42,558,200	(H)**
Vehicle Maintenance (Gas, Oil, Repairs) Within Parks	\$ 27,335,100	(G)*
Groceries/Beverage	\$ 18,015,900	(G)*
Park Entrance/Licence Fees	\$ 6,984,000	(G)*
Camping Fees	\$ 4,855,500	(D)
Conference/Registration Fees	\$ 4,385,700	(H)**
Transportation/Auto Rental Within Parks	\$ 3,431,400	(C)

(Source: Detailed Tables, Volume I, pages 47-1, 2)

¹"Annual" study period: June 15, 1987/June 14, 1988. Includes all prepaid and direct expenditures made within the Rocky Mountain National Parks' boundaries.

²All figures are weighted/projected and rounded to the nearest hundred.

*"Qualified number": Use with extreme caution.

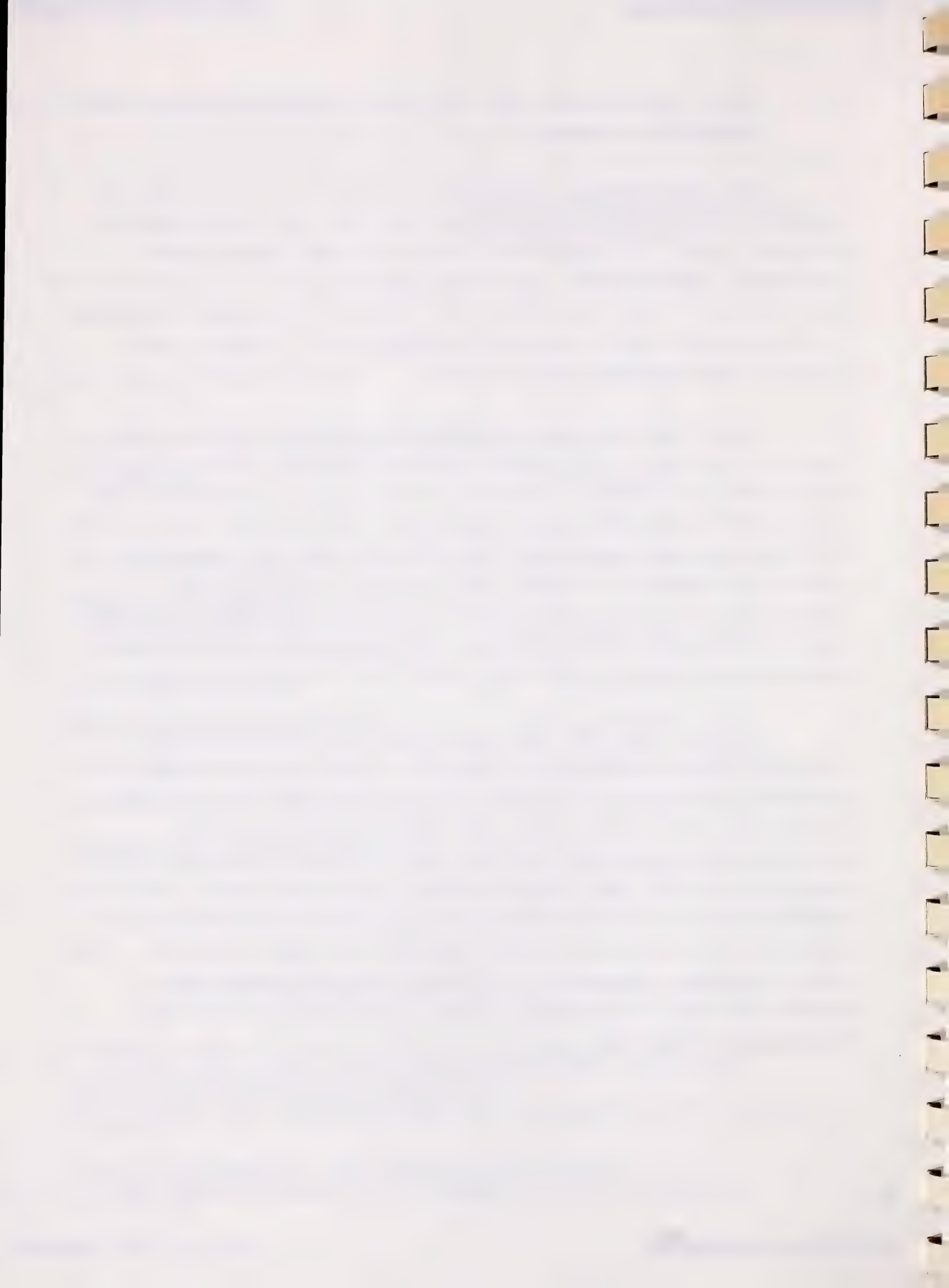
**"Unpublishable number" by Statistics Canada's standards:
Do not use.

13. Annual Expenditures For The Rocky Mountain National Parks
By Expense Category

Not surprisingly, "food and lodging" constitute the two largest contributors to tourism revenue for the Rocky Mountain National Parks. Accommodation within the four park system (excluding camping fees) generates expenditures of more than \$127 million (\pm \$1.5 million) while food and beverages purchased in restaurants within the parks generate only slightly less revenue (\$123 million \pm \$33 million).

Other important contributors to the total revenue generated by visitors to the Rocky Mountain National Parks, many of which should be viewed with caution (see Class of Statistic on facing table) include retail purchases (\$60 million \pm \$34 million), recreation-related expenditures such as tickets to events and equipment rentals (\$43 million \pm \$33 million), vehicle gas, oil and maintenance at service stations within the parks (\$27 million \pm \$9 million), and groceries and beverages purchased at stores within the parks (\$18 million \pm \$8 million).

Between June 1987 and June 1988, park visitors contributed almost \$12 million directly to the Canadian Parks Service in the form of entrance and licence fees (\$7 million \pm \$2 million) and camping fees (\$5 million \pm \$0.3 million). Because so few visitors expended money on conference and registration fees and transportation within the parks, including shuttle buses, taxis and rental cars picked up in the parks, estimates of revenue for these expenses are quite volatile. The data do suggest, however, that these combined categories constitute about two percent of the Rocky Mountain National Parks' annual revenue.



B. DEMOGRAPHIC CHARACTERISTICS OF VISITORS TO THE ROCKY MOUNTAIN NATIONAL PARKS

14. Introduction And Overview

As will be demonstrated in subsequent sections of this chapter, the demographic profile of visitors to the four Rocky Mountain National Parks differs according to season, mode of entry and the specific parks included on the park itinerary. Prior to examining these differences, it may be helpful to obtain an overview of the "typical" visitor, recognizing that there are exceptions and variations to every generalization.

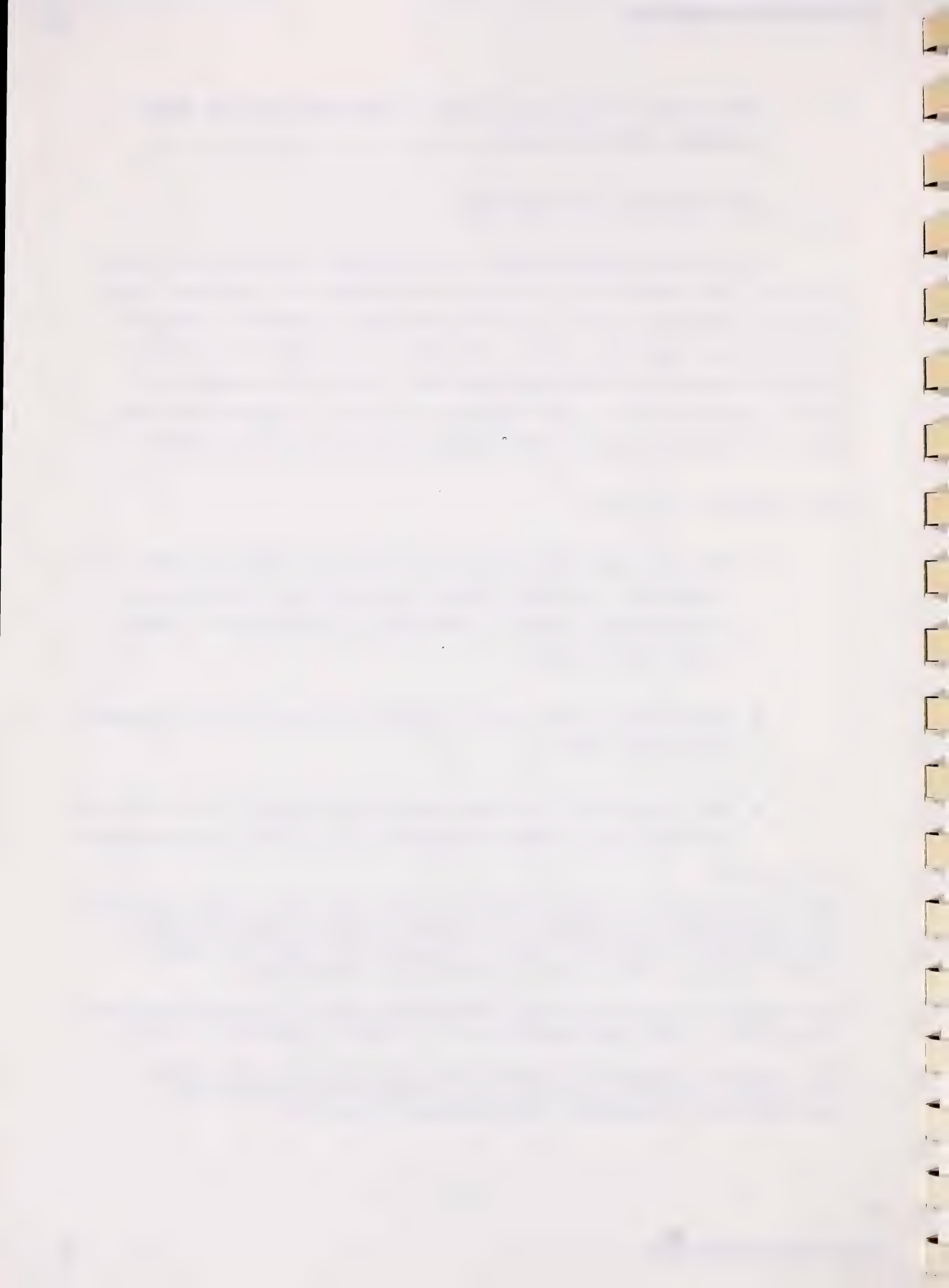
The "Typical Visitor"¹

- The typical Rocky Mountain National Parks visitor is a Canadian, and most likely an Albertan who earns a comfortable living² from his professional or other white collar job.
- He drives to the park system, accompanied by at least one other adult.
- He is unlikely to have any young people along with him on the trip, either because he is in the pre-children

¹All information in this section is derived from party measures. For proportions or numbers of person visitors who meet each characteristic referred to in this section, see the summary tables in this section or the detailed tabulations.

The masculine gender is used throughout this discussion because a majority of the spokespersons for visitor parties are male.

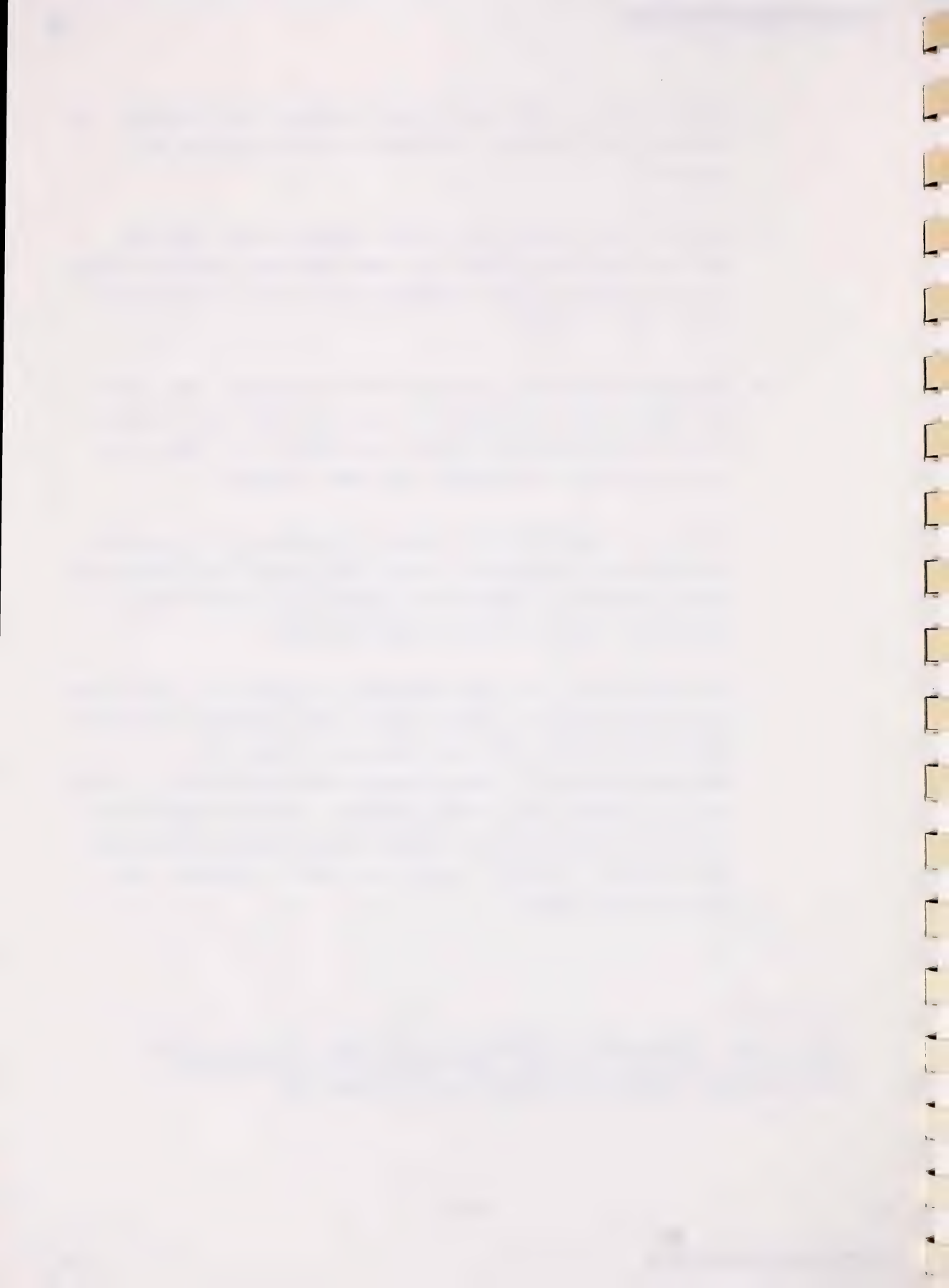
²All income, household composition and stage in life cycle information derives from the self-completion attitudinal questionnaire (Detailed Tabulations, Volume II).



stage in the life cycle (young singles and couples) or because his children are grown (older singles and couples)¹.

- On his trip through the parks system, the "typical visitor" is more likely to meet American visitors than he is to meet fellow Canadians from any one province other than Alberta.
- When he encounters visitors from overseas, they will be from a host of countries, but he will most likely mingle with those who have travelled from Japan, the United Kingdom, Australia and West Germany.
- If he is interested in meeting American and Japanese visitors to the parks, he will maximize his chances of doing so in the lobbies of hotels and resort facilities that host overnight charter tours.
- The opportunity to meet Japanese tourists is about the same regardless of which season the "typical visitor" enters the Rocky Mountain National Parks, but Americans would be considerably more difficult to find in the winter than in the summer. On the other hand, if he is interested in encountering fellow Albertans, the "typical visitor" would be wise to schedule his trip in the winter.

¹All income, household composition and stage in life cycle information derives from the self-completion attitudinal questionnaire (Detailed Tabulations, Volume II).



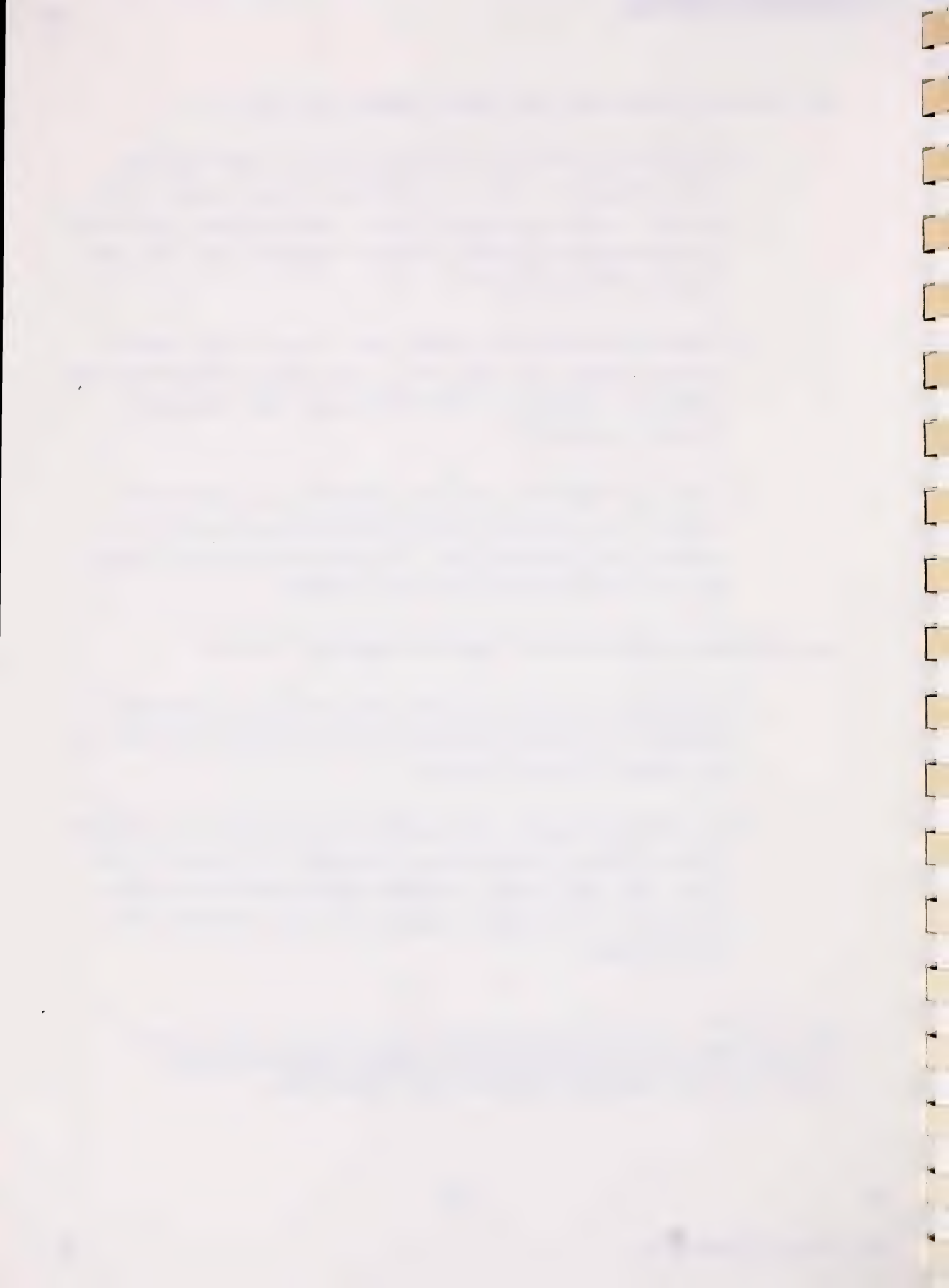
Some Idiosyncracies of the "Typical American Visitor"

- The American tourist is older than is the "typical parks visitor". He is, therefore, more likely to be retired from the labour force. Nonetheless, he has at his disposal a higher household income than does the visitor "in general"¹.
- Perhaps because he is more apt to be at the "empty nester" stage in life, he is even less likely than the "typical visitor" to be travelling with children (under 16 years)¹.
- Like the "typical visitor", however, the American tourist is unlikely to be travelling alone when he enters the parks system. In fact, he is most likely to be travelling as part of a couple.

Some Idiosyncracies of the "Typical Japanese Visitor"

- Compared to other tourists, the "typical Japanese visitor" is quite youthful. He is likely, in fact, to be under 35 years of age.
- For the most part, he travels in a couple, but is more likely than an American or Canadian to travel on his own. He also shows a marked predisposition to participate in a charter motorcoach tour through the park system.

¹All income, household composition and stage in life cycle information derives from the self-completion attitudinal questionnaire (Detailed Tabulations, Volume II).



- He is extremely reticent about sharing income information¹, but indicates that he works in a professional, managerial or executive position to a greater extent than does the "typical visitor".

Some Idiosyncracies of the "Typical Skier Visitor"²

- Not surprisingly, the "winter visitor" and the "typical skier" have a great deal in common! He is relatively young -- he probably has not yet celebrated his 45th birthday. He is also affluent and works as a professional, manager or executive.
- He drives to the parks as part of a couple or with family and friends, but he is quite unlikely to bring children along with him.
- It will be relatively difficult for him to encounter women on the slopes since three out of every four skiers he meets will be men.
- Finding men or women from countries outside Canada will also prove quite problematic for the "typical skier". Even meeting Canadians from provinces other than Alberta will be difficult, since almost all parks skiers live in this province.

¹All income, household composition and stage in life cycle information derives from the self-completion attitudinal questionnaire (Detailed Tabulations, Volume II).

²All "skier" information derives from the self-completion attitudinal questionnaire (Detailed Tabulations, Volume II).

**Demographic Profile Of Rocky Mountain National Parks
Party Visitors¹ To...**

	<u>Any Park</u>	<u>An Alberta Park</u>	<u>Banff</u>	<u>Jasper</u>	<u>A British Columbia Park</u>
Actual	(2,351)	(2,270)	(1,738)	(1,325)	(538)
Weighted/Projected, In Thousands	(1,625.5)	(1,552.2)	(1,284.4)	(604.1)	(305.9)
	%	%	%	%	%
<u>Age²</u>					
16-24 Years	10	10	10	7	6
25-34 Years	27	27	27	24	22
35-44 Years	23	23	23	19	17
45-54 Years	18	18	18	20	22
55 Years Or More	21	20	20	28	32
AVERAGE AGE (YEARS)	42	42	42	45	46
<u>Sex²</u>					
Male	59	60	58	62	56
Female	40	40	41	36	43
Not Stated	1	1	1	2	1
<u>Occupation²</u>					
Professional/ Executive/Manager	36	36	37	36	32
Other White Collar	25	25	26	20	27
Skilled/Unskilled	18	18	16	19	13
Retired	8	8	8	12	12
Homemaker	5	5	5	6	7
Other Outside Labour Force	5	5	6	4	5
Refused/Not Stated	3	2	3	3	4
<u>Education^{2,3}</u>					
Some Secondary Or Less	12	11	9	13	14
Completed Secondary	21	22	20	23	21
Some Post-Secondary	33	34	35	32	27
Graduated University Or More	32	32	35	30	37
Don't Know/Not Stated	2	1	1	1	2

(Source: Detailed Tables, Volume I, pages 74-1, 77-1/2, 83-2/3)

¹Spent time, money, or went sightseeing in specific park.

²Projected from characteristic of survey respondent.

³Excludes winter, charter and non-English versions of the questionnaire -- question not asked.

15.a) Profile Of Visitor Parties By Parks Visited

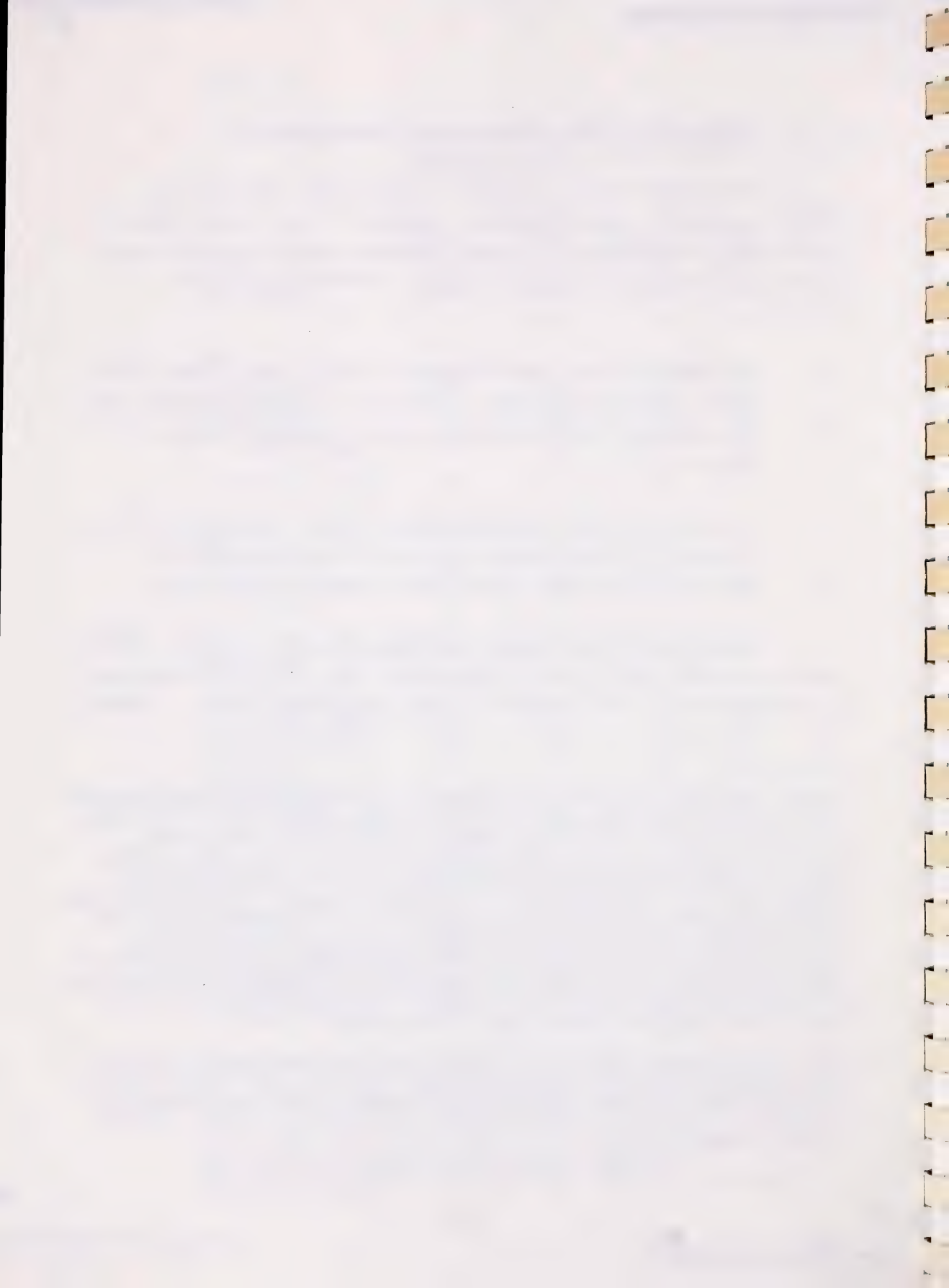
The facing table provides a demographic profile of visitor parties¹. Approximately one-half of all party spokespersons for visitors to the Rocky Mountain National Parks are between the ages of 25 and 44 years of age (42 years, on average).

- The parks attract individuals in their middle and older years (45 years or more -- 39%) to a greater extent than they attract the relatively young traveller (under 25 years -- 10%).
- At the same time, comparatively few of the parties that visited the parks over the year are represented by individuals who are more than 64 years of age (8%).

Males predominate among spokespersons for parties visiting the parks² (59%), as do individuals who work in professional, managerial or other white collar occupations (61%). Almost

¹These data derive from the screening questionnaire administered to a randomly selected member of a travel party who is at least 16 years of age. The party measure rather than the person measure is utilized for the demographic characteristics since the spokesperson supplied information only about him/herself rather than for each member of the travel party. These data can be supplemented by additional information on income, household composition, etc. derived from responses to the attitudinal self-completion questionnaire (See Volume III of this report -- under separate cover) but these additional measures are based on a smaller sample (those who returned the self-completion questionnaire), and are, therefore, less reliable.

²This skew may be a function of the greater probability that a male would be the driver in a private vehicle, and would assume the spokesperson role for the party despite the interviewer's attempt to maintain a random selection among all adult members of the party.



one-fifth of the visitor market is engaged in skilled or unskilled occupations while retirees comprise less than one-tenth of these parties.

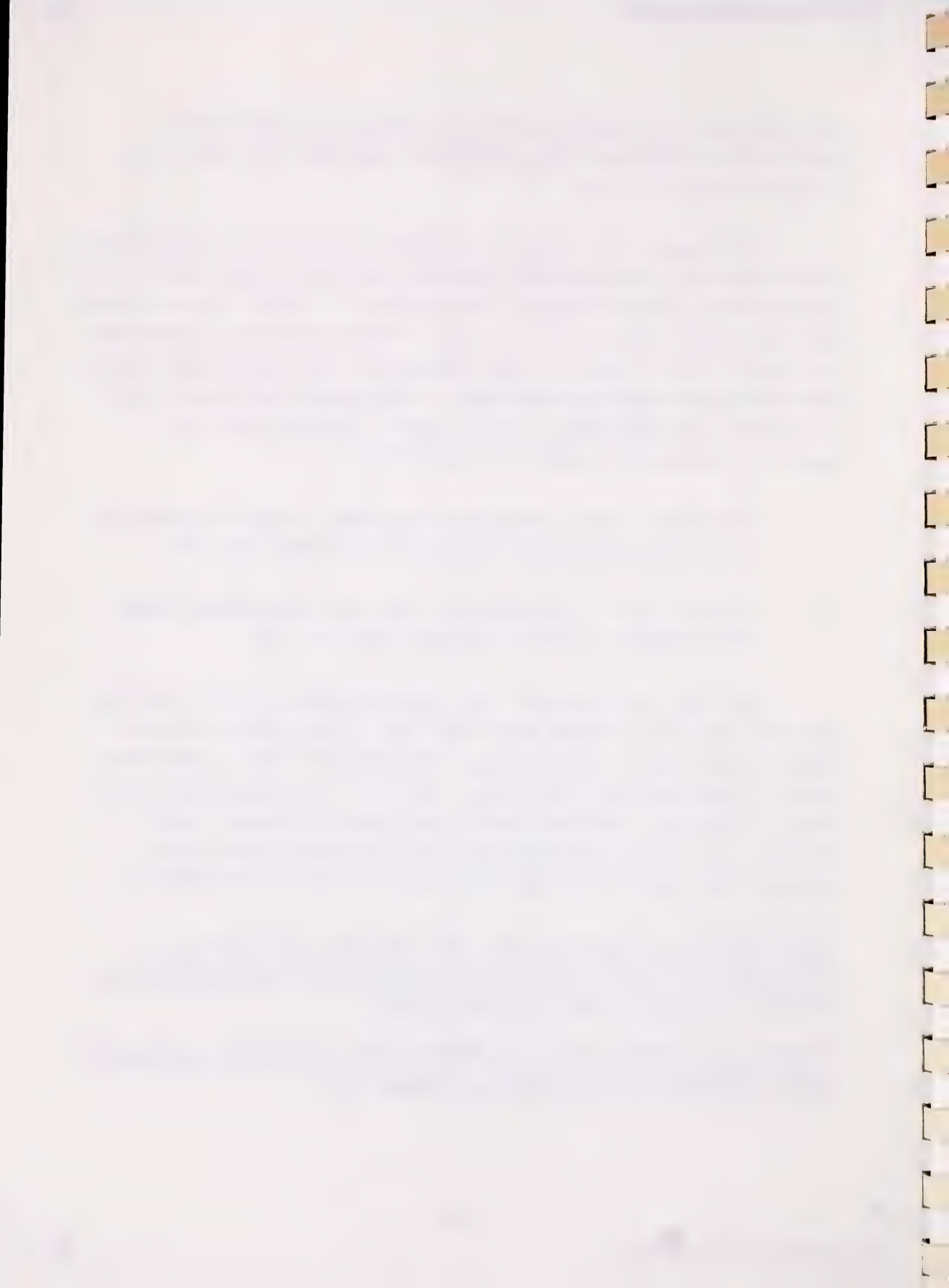
In keeping with their relatively high status occupations, visitor parties to the Rocky Mountain National Parks tend to be represented by well-educated individuals¹. Almost 2-in-3 state that they have completed some form of post secondary education, and fully 1-in-3 claim to have graduated from university and/or undertaken post-graduate studies. Consistent with both their occupation and education, parks visitor parties tend to represent reasonably affluent households².

- More than 1-in-4 parties who provide income information claim to have annual incomes of at least \$60,000.
- An additional 3-in-10 state that the household income falls between \$40,000 and \$59,999 per year.

In light of the fact that approximately 1-in-2 visitor parties have no children under the age of 18 years living at home, income may be more highly "disposable" than is the case among households with children. In fact, "young singles" and "young couples", combined with "older singles" and "older couples" constitute the majority of households from which parties that visit the Rocky Mountain National Parks derive.

¹Information on education was not obtained from those individuals who were asked to use a self-completion format questionnaire. These groups included winter roadside parties, and all non-English and charter parties.

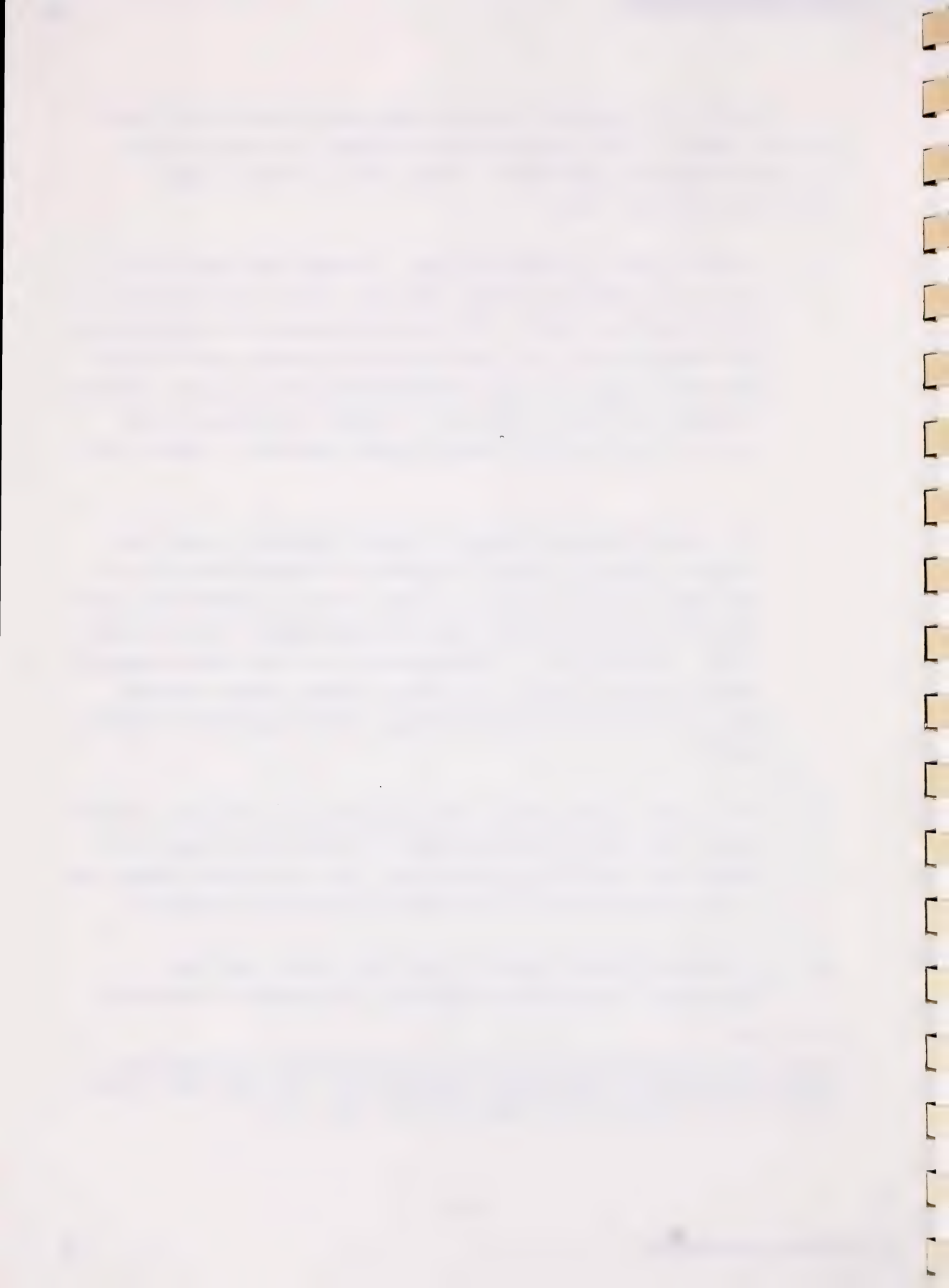
²Household income, household composition, and stage in the life cycle information derives from the self-completion attitudinal questionnaire (Detailed Tables, Volume II).



Generally speaking, visitor parties to Banff and Jasper National Parks closely resemble one another in terms of age, sex, occupation and education. There are, however, some differences between them:

- Visitor party representatives in Jasper National Park tend to be slightly older than are their counterparts in Banff National Park. This age difference is reflected in the average ages (42 years versus 45 years) and in the fact that twice as many spokespersons for visitor parties in Jasper National Park are at least 65 years of age (14%) as is the case among visitor parties to Banff (7%).
- The age difference between visitor parties to the two Alberta national parks is echoed in occupation data -- the Banff visitor party is less apt to be spoken for by a retired individual (8%) than is the Jasper visitor party (12%). Similarly, a representative of an "older couple"¹ (36%) is more likely to be found among Jasper visitor parties than he or she is among visitor parties to Banff (26%).
- It is also worth noting that relative to a Jasper visitor party, the Banff visitor party is less apt to be represented by a university graduate, and is slightly more apt to be represented by a skilled or unskilled labourer.
- In terms of age, stage in the life cycle, and the likelihood that the spokesperson is retired, a British

¹Life cycle data derive from the self-completion attitudinal questionnaire (Detailed Tables, Volume II). For key life cycle figures, see summary table appended in this report.



Columbia national parks visitor party more closely resembles parties that spend time, money or go sightseeing in Jasper than in Banff National Park.

**Demographic Profile Of Rocky Mountain National
Parks Party Visitors¹ To Any Park...**

	<u>In...Season²</u>				
	<u>In Total</u>	<u>Summer</u>	<u>Fall</u>	<u>Winter</u>	<u>Spring</u>
Actual	(2,351)	(1,189)	(378)	(390)	(394)
Weighted/Projected, In Thousands	(1,625.5)	(612.0)	(180.1)	(593.2)	(240.2)
	%	%	%	%	%
<u>Age³</u>					
16-24 Years	10	11	11	8	13
25-34 Years	27	24	23	33	22
35-44 Years	23	19	21	26	27
45-54 Years	18	18	13	18	19
55 Years Or More	21	26	31	14	18
AVERAGE AGE (YEARS)	42	43	45	40	41
<u>Sex³</u>					
Male	59	51	60	63	71
Female	40	47	39	37	28
Not Stated	1	2	1	*	1
<u>Occupation³</u>					
Professional/ Executive/Manager	36	31	30	47	27
Other White Collar	25	23	22	26	33
Skilled/Unskilled	18	18	16	17	19
Retired	8	10	21	2	7
Homemaker	5	8	3	5	2
Other Outside Labour Force	5	5	6	3	10
Refused/Not Stated	3	5	3	*	2
<u>Education^{3,4}</u>					
Some Secondary Or Less	12	12	13	N/A	13
Completed Secondary	21	21	22	N/A	22
Some Post-Secondary	33	29	34	N/A	39
Graduated University Or More	32	37	28	N/A	25
Don't Know/Not Stated	2	1	3	N/A	2

(Source: Detailed Tables, Volume I, pages 74-4/5, 77-5/6,
83-9/11)

¹Spent time, money, or went sightseeing in at least one of the Rocky Mountain National Parks.

²See Foreword for definition of seasons.

³Projected from characteristic of survey respondent.

⁴Excludes winter, charter and non-English versions of the questionnaire -- question not asked.

*Less than 0.5%.

15.b) Profile Of Visitor Parties By Season

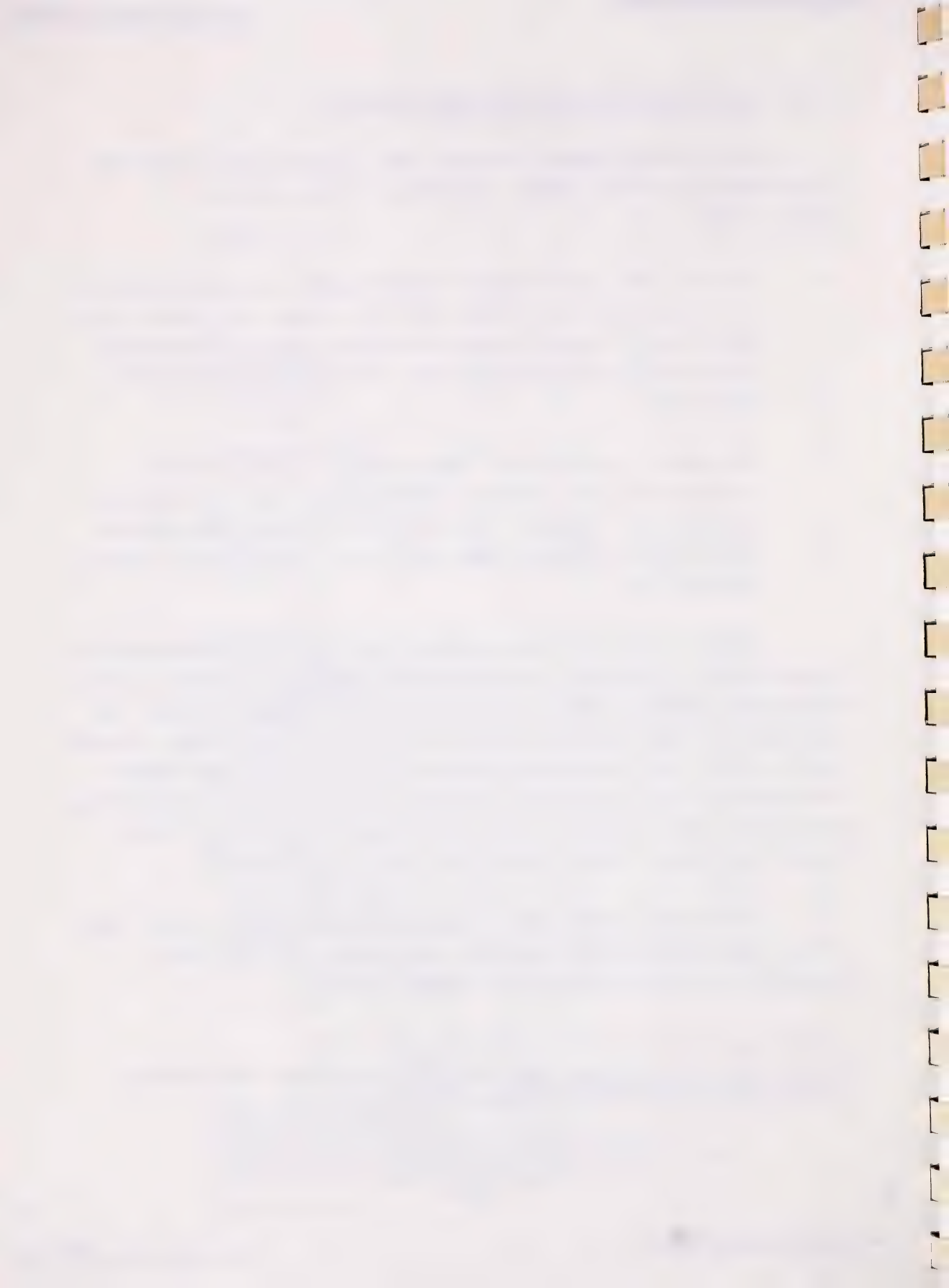
When visitor party profiles are compared across seasons, it becomes clear that summer and winter differ quite significantly.

- By and large, the summer visitor party is represented by individuals who are older, who are almost as likely to be female as to be male and who show no special propensity to be working in professional, executive or managerial positions.
- Conversely, the winter visitor party could be characterized by its relative youthfulness and its up-scale occupational status -- two features closely associated with downhill skiers (see profile of the "typical skier", Section 14).

Almost 1-in-2 of these winter parties are represented by professionals, managers, or executives compared to about 1-in-3 during the summer. While just over 4-in-10 summer parties are comprised of individuals in the 25 to 44 years age group, almost 6-in-10 (59%) of the winter parties fall into this age range. Young singles (9%) and young couples (24%) are also considerably more likely to be found in the Rocky Mountain National Parks during the winter season than they are in any other¹.

The winter market also displays a male skew -- more than 6-in-10 of these visitor parties are spoken for by a male, compared to 5-in-10 during the summer season.

¹Life cycle data derive from the self-completion attitudinal questionnaire (Detailed Tables, Volume II).



Age information on the table facing the previous page suggests that the two shoulder seasons more closely resemble the peak season immediately preceding them than they resemble one another. For example, fall is more analogous to summer in terms of its strength of appeal to the older visitor (55 years of age or more), whereas winter and spring are similar in their lack of appeal to the older age group and their strengths among visitors who are under 45 years of age.

It is worth noting that the fall is most appealing to retirees -- approximately one-fifth of this season's visitation falls into this older sector of the tourism market. These individuals may have the luxury of scheduling their Rocky Mountain National Parks holiday once "families" are home and children have returned to school after the Labour Day weekend.

The other singularly interesting seasonal variation evident from the data shown on the preceding table is the prominence of males among spring visitor party representatives. Fully 7-in-10 of these parties are represented by a male, compared to less than 6-in-10 over the full year and to about 5-in-10 in the summer.

Because of the types of differences noted in this discussion, consideration should be given to the wisdom of conceptualizing the Rocky Mountain National Parks as having "three seasons" -- summer, winter, and shoulder. If the markets to which spring and fall appeal are quite different, and there is interest in furthering utilization of the park system during these low utilization periods of the year, the unique characteristics of each ought to be highlighted rather than obscured by merging the two "shoulders" into a single season.

Party Composition Of Rocky Mountain National Parks
Visitor Parties¹ To...

	<u>Any Park</u>	<u>An Alberta Park</u>	<u>Banff</u>	<u>Jasper</u>	<u>A British Columbia Park</u>
Actual	(2,351)	(2,270)	(1,738)	(1,325)	(538)
Weighted/Projected, In Thousands	(1,625.5) ‡	(1,552.2) ‡	(1,284.4) ‡	(604.1) ‡	(305.9) ‡

Party Composition

Adult Only	79	79	80	78	81
With Any Under 16 Years	21	21	20	23	19

Average Number
Of...In Party

	‡	‡	‡	‡	‡
Adults (16+)	2.1	2.1	2.1	2.2	2.1
Teens/Children (<16)	0.4	0.4	0.3	0.4	0.3
Visitors (Any Age)	2.5	2.5	2.5	2.6	2.4

(Source: Detailed Tables, Volume I, pages 4-2, 6-2, 8-2, 83-3)

Spent time, money, or went sightseeing in specific park.

16.a) Party Size And Composition By Parks Visited

Of the 1.6 million parties that spent time, money or went sightseeing within the boundaries of the four Rocky Mountain National Parks, about 1.3 million were comprised of adults only. The remaining 2-in-10 visitor parties were composed of both adults and individuals under 16 years of age. Despite the propensity for adult-only parties, the average size for visitor parties over the full year is 2.5 individuals (2.1 adults and 0.4 children/teens under 16).

Party size and composition are uniform across the four Rocky Mountain National Parks.

**Party Composition Of Rocky Mountain National
Parks Visitor Parties¹ To Any Park...**

	<u>In Total</u>	<u>In...Season²</u>			
		<u>Summer</u>	<u>Fall</u>	<u>Winter</u>	<u>Spring</u>
Actual	(2,351)	(1,189)	(378)	(390)	(394)
Weighted/Projected, In Thousands	(1,625.5)	(612.0)	(180.1)	(593.2)	(240.2)
	%	%	%	%	%

Party Composition

Adult Only	79	72	91	82	80
With Any Under 16 Years	21	28	9	18	20

**Average Number
In Party**

	#	#	#	#	#
Adults (16+)	2.1	2.2	2.0	2.1	2.2
Teens/Children (<16)	0.4	0.5	0.2	0.3	0.3
Visitors (Any Age)	2.5	2.7	2.2	2.4	2.5

(Source: Detailed Tables, Volume I, pages 4-5/6, 6-6, 8-6;
83-10)

Spent time, money, or went sightseeing in at least one of the Rocky
Mountain National Parks.
See Foreword for definition of seasons.

16.b) Party Size And Composition By Season

Not surprisingly, visitor party composition and size differ by season, with the summer (28%) attracting a higher proportion of parties with children (under 16 years) than is evident in any other season. This season's average party size is also correspondingly larger (2.7) than is the case in fall, winter, or spring.

While the summer may attract more parties with children than does any other season, the fall is the least likely to support visitor parties comprised of both adults and children. In this season, 9-in-10 parties are adult-only. This finding may reflect the fact that the fall season attracts a higher proportion of retirees and includes no major school holiday periods whereas Christmas, March school break and Easter fall within the winter season, and Victoria Day is included in the survey definition of spring.

Place Of Residence Of Rocky Mountain National
Parks Person Visitors¹ To...

	<u>Any Park</u>	<u>An Alberta Park</u>	<u>Banff</u>	<u>Jasper</u>	<u>A British Columbia Park</u>
Actual	(2,351)	(2,270)	(1,738)	(1,325)	(538)
Weighted/Projected, In Thousands	(4,084.0)	(3,898.6)	(3,167.5)	(1,598.9)	(748.3)
	%	%	%	%	%
Any Canada	80	79	76	65	58
British Columbia	10	9	7	14	10
Alberta	59	58	58	38	39
Saskatchewan	5	5	5	5	4
Manitoba	3	3	3	2	2
Ontario	3	4	3	4	2
Quebec	1	1	1	2	*
Atlantic Provinces	*	*	*	*	*
Any U.S.A.	14	15	17	25	29
Any Overseas	6	6	7	11	14
Japan	1	1	2	2	1
West Germany	1	2	2	3	6
United Kingdom	1	1	1	1	2

(Source: Detailed Tables, Volume I, pages 12-1/2)

¹Spent time, money, or went sightseeing in specific park.

*Less than 0.5%.

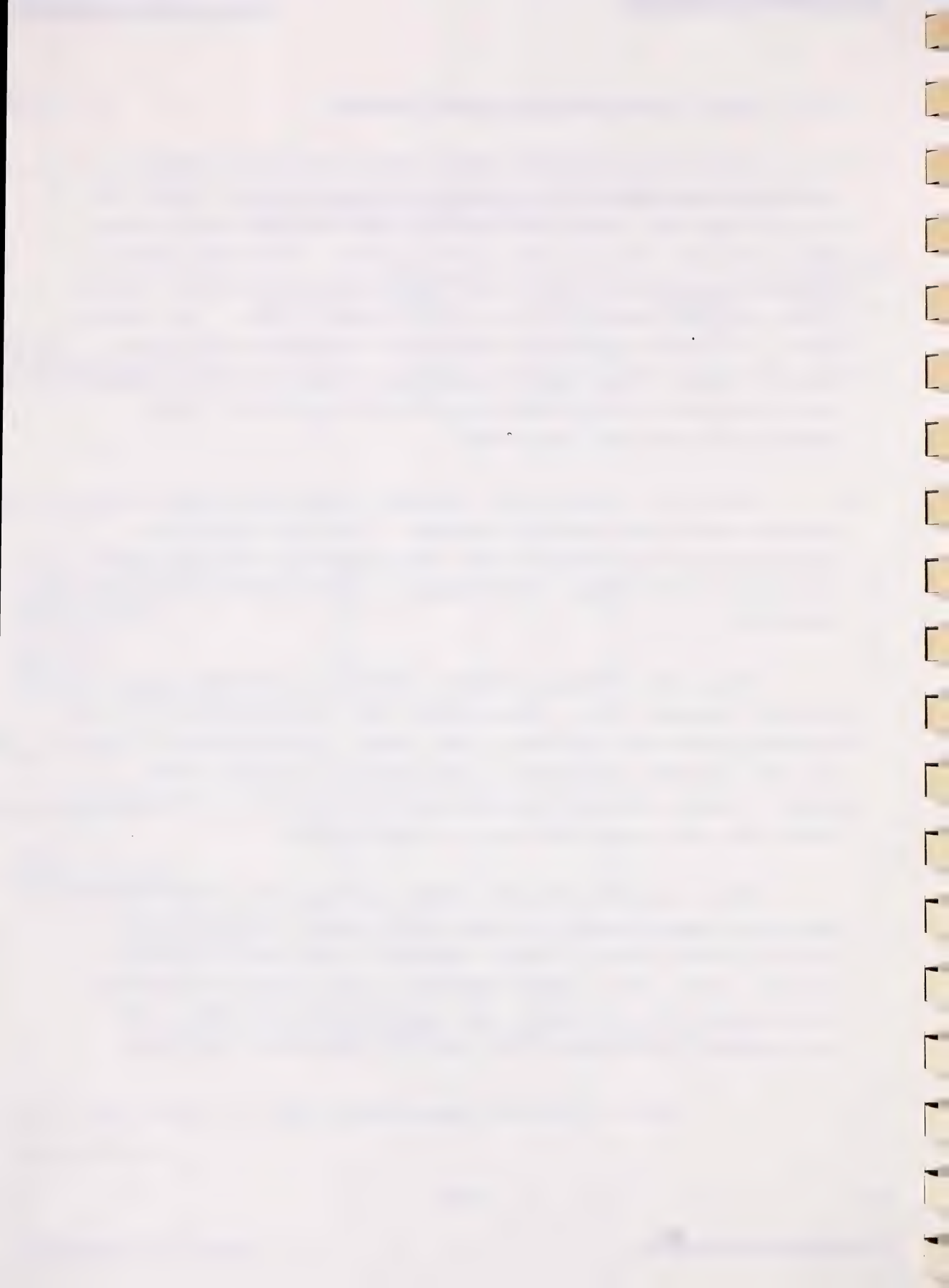
17.a) Place Of Residence By Parks Visited

Canadians predominate among the 4.1 million person visitors to the four Rocky Mountain National Parks. Eight out of every ten men, women and children who visit the park system name a Canadian city or town as their home. Given the parks' geographical location, it is not surprising that Alberta is the single largest contributor of parks visitors (59%). The United States is also a significant source for tourism to the four mountain parks. This country is "home" to one in every seven individuals who visited the Rocky Mountain National Parks between June 1987 and June 1988.

Just over 1-in-20 (6%) visitors to the four parks live outside Canada and the United States. The most important overseas tourism markets for the Rocky Mountain National Parks currently include Japan, West Germany, the United Kingdom and Australia.

Within the domestic market, Alberta is followed by British Columbia (10%), Saskatchewan (5%), and Manitoba (3%) in terms of generating tourism in the parks. Interestingly, the two most populous provinces in the country -- Ontario and Quebec -- make only very modest contributions to the tourist mix within the four parks (3% and 1%, respectively).

Within Alberta, the two major metropolitan areas contribute quite significantly to the visitor base. Specifically, Calgary houses almost 3-in-10 visitors to the Rocky Mountain National Parks (29%), while Edmonton is the place of residence of a further 1-in-10 (13%). Not surprisingly, no other city even remotely approaches this level of tourism to the parks

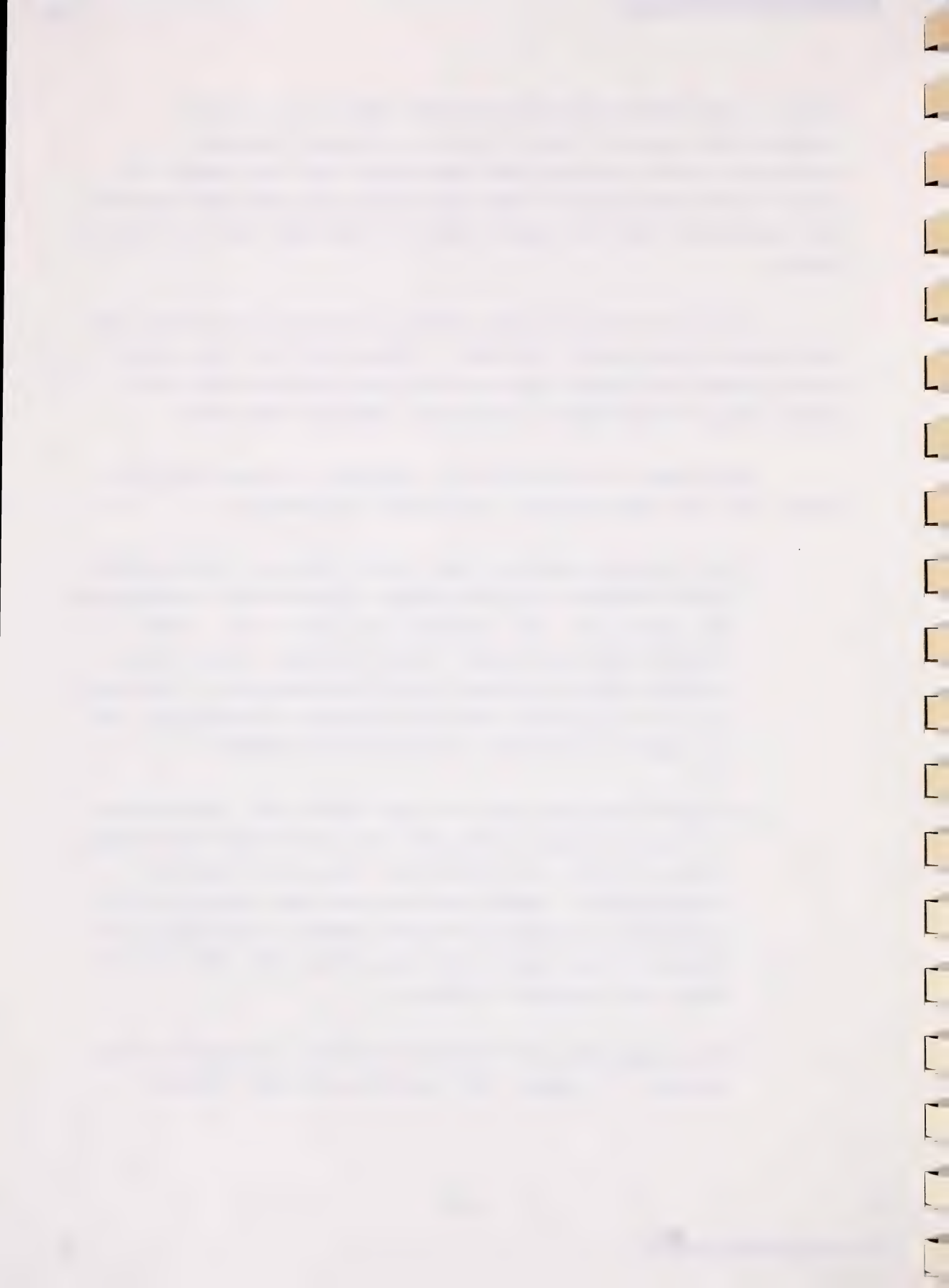


system. The Rocky Mountain National Parks seem to be a "recreational area of choice" for the Calgary resident. A comparison of the metropolitan population and the number of person visits that derive from this city over the year suggest that Calgarians make multiple trips to the park over the twelve months.

Forty-five of the fifty states in the United States are represented among parks visitors. Those with the most significant impact on tourism within the Rocky Mountain National Parks include Washington, California, Montana and Ohio.

Variations in the origin of visitors to specific parks within the four park system include the following:

- To a greater extent than is the case in other parks, Banff National Park's annual visitor base is dominated by Canadians, and especially by Albertans. This finding may be related to the passage of the Trans-Canada Highway through Banff's boundaries -- the park is on a 'natural' route for Canadian travellers, and to Banff's proximity to the Calgary market.
- Jasper National Park, on the other hand, is not sufficiently close to Edmonton (or any other major population centre) to facilitate "same-day visitors". Consequently, travel to this park may require a more purposeful decision to visit and/or a commitment to spend at least one night away from home than is the case with respect to Banff.
- The proportion of domestic visitors is significantly smaller in Jasper (65%) and the British Columbia



national parks (58%) than it is in Banff (76%). This finding highlights the relative importance of the U.S.A. and overseas markets to Jasper and to British Columbia parks. Such importance does not, however, minimize the impact of foreign visitors on Banff National Park.

- For example, Banff National Park hosts approximately nine out of every ten visitors who came to the parks system from the United States, and almost all overseas visitors. The table¹ below illustrates the relative "draw" of the various parks among visitors from outside Canada.

Exhibit 19

<u>Proportion of All Foreign Visitors From...Hosted By...</u>			
	Banff	Jasper	British Columbia Parks
United States	91%	69%	37%
Overseas	96%	74%	45%

¹Source: Detailed Tables, Volume I, pages 12-1/2.

Place Of Residence Of Rocky Mountain National
Parks Person Visitors¹ To Any Park...

	In	In...Season ²			
	Total	Summer	Fall	Winter	Spring
Actual	(2,351)	(1,189)	(378)	(390)	(394)
Lighted/Projected, in Thousands	(4,084.0)	(1,646.1)	(391.8)	(1,441.5)	(604.6)
	%	%	%	%	%
by Canada	80	68	75	94	84
British Columbia	10	11	15	5	12
Alberta	59	45	48	77	61
Saskatchewan	5	6	3	4	5
Manitoba	3	2	1	5	1
Ontario	3	5	6	1	3
Quebec	1	1	1	1	2
Atlantic Provinces	*	*	*	1	*
by U.S.A.	14	25	14	5	6
by Overseas	6	6	11	2	10
Japan	1	1	2	1	2
West Germany	1	2	*	-	4
United Kingdom	1	1	2	*	2

(Source: Detailed Tables, Volume I, pages 12-5/6)

spent time, money, or went sightseeing in at least one of the Rocky Mountain National Parks.
See Foreword for definition of seasons.

less than 0.5%.

17.b) Place Of Residence By Season

Seasonal information on the tourism mix for the Rocky Mountain National Parks suggests that Canada as a whole, and especially Alberta are primary markets for all seasons, but exercise a more dramatic impact during the winter:

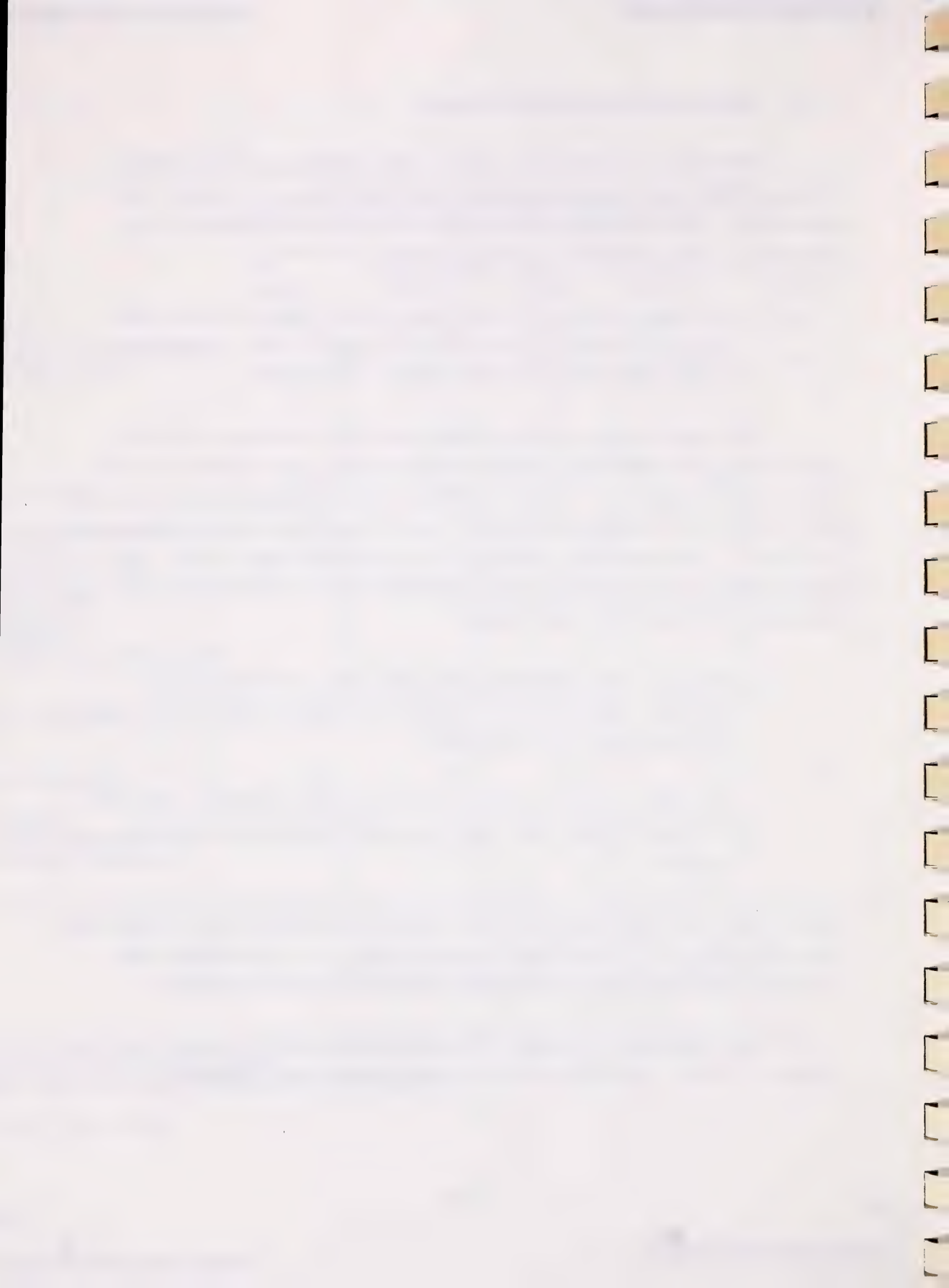
- In the course of this five month season, more than 9-in-10 visitors to the park system are Canadians, with more than 3-in-4 living in Alberta.

The popularity of the summer and fall seasons in the Rocky Mountain National Parks among foreign travellers is also immediately apparent. These seasons attract disproportionately high levels of foreign tourists, both from the United States and overseas. The seasonal contrasts are most dramatic when the summer and/or fall seasons are compared with utilization by foreign travellers in the winter.

- While 1-in-4 summer visitors live in the United States, only 1-in-20 winter visitors come to the park system from this country.
- In fact, almost 3-in-4 (72%) of all visitors from the United States come to the parks during the summer season.

These findings suggest that more strenuous efforts to market the Rocky Mountain National Parks as a winter, or all-season destination might be targeted directly to the U.S. market.

The decline in winter visitation vis-a-vis summer is also evident in the tourist influx to the parks from overseas.



- Overseas markets send more than 1-in-20 summer visitors but only 1-in-50 winter visitors to the four Rocky Mountain National Parks.

It is also worth noting that the proportions of overseas visitors in the two shoulder seasons are higher than in the "peak" summer season (1-in-10 fall and spring visitors live outside Canada and the United States).

Of all the overseas groups in the sample, it would seem that Japanese visitors are least affected by season. Bearing in mind the relatively small samples of overseas visitors in the study, there are at least directional indications to suggest that the Japanese tourist flow is steady throughout the year (see Detailed Tables, Volume I, page 13-41 for figures).

Mode Of Entry To The Rocky Mountain National Parks
Among Person Visitors¹ To...

	<u>Any Park</u>	<u>An Alberta Park</u>	<u>Banff</u>	<u>Jasper</u>	<u>A British Columbia Park</u>
Actual	(2,351)	(2,270)	(1,738)	(1,325)	(538)
Weighted/Projected, In Thousands	(4,084.0)	(3,898.6)	(3,167.5)	(1,598.9)	(748.3)
	%	%	%	%	%
Any Private Vehicle	93	92	92	86	88
Recreational Vehicle/Motorhome	3	3	3	5	10
Scheduled Bus	2	2	2	2	1
Scheduled Train	1	1	2	2	1
Overnight Charter Motorcoach	5	5	5	10	11

(Source: Detailed Tables, Volume I, pages 72-1/2)

¹Spent time, money, or went sightseeing in specific park.

C. VISIT CHARACTERISTICS OF VISITORS TO THE ROCKY MOUNTAIN NATIONAL PARKS

18.a) Mode Of Entry To The Rocky Mountain National Parks By Parks Visited

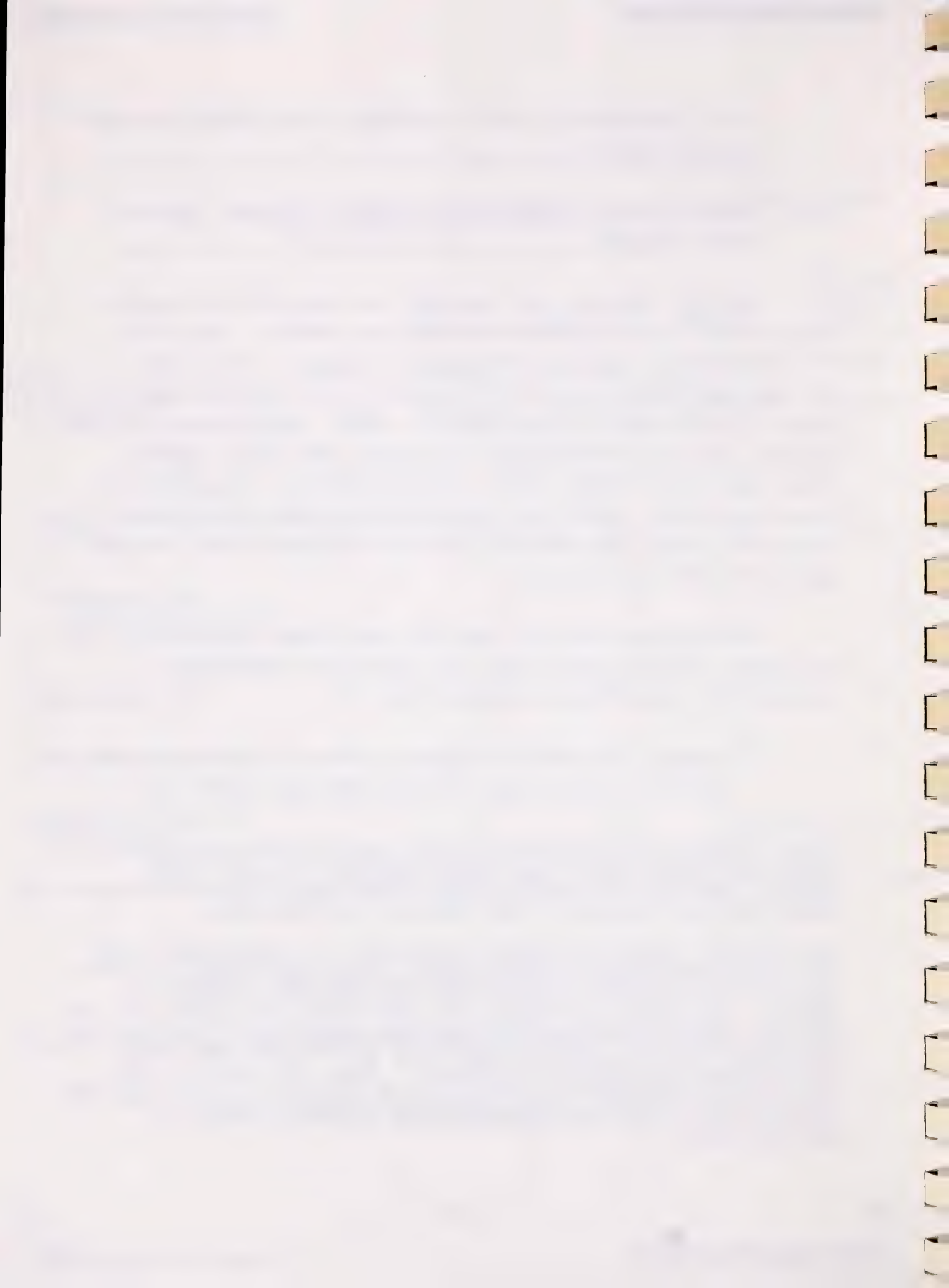
Private vehicles are, by far, the most favoured mode of entry to the four Rocky Mountain National Parks. More than 9-in-10 visitors to this geographical entity, or more than 3.8 million individuals, come to the parks in automobiles, pick-up trucks, truck campers, motorhomes or vans. Approximately 60,000 visitors arrive in the parks' bus depots, and just slightly fewer utilize scheduled train service (56,000). According to survey estimates, overnight chartered motorcoach passengers constitute about one-twentieth of parks visitors over the year (about 190,000 individuals).

Visitors to specific parks do not differ dramatically in the manner in which they enter the four park boundaries¹, although the information suggests that:

- Jasper and British Columbia national parks visitors are more apt to have entered the park system via

¹Mode of entry is established on the basis of the manner in which individuals enter the Rocky Mountain National Parks system. The mode of entry to individual parks once a visitor is inside the park system is not measured by this study.

For example: Assume a charter passenger is interviewed as he/she boards the charter bus in Banff. This individual is considered to have entered (and exited) the four park system via charter. If he or she rents a car and drives to Jasper and Yoho National Parks, the traveller would be considered a "visitor to three parks (Banff, Jasper, and Yoho) who entered the Rocky Mountain National Park via charter". Thus, the table on the facing page displays the proportion of visitors to each park who came to (and from) the Rocky Mountain National Parks via specific modes.



charter motorcoach than is the case for Banff National Park; and

- Recreational vehicles or motorhomes are more likely to be utilized by visitors to the British Columbia parks (10%) than to Jasper (5%) or Banff National Parks (3%).

When the composition of park visitors is examined within each entry mode group, differences across the four parks become more apparent.

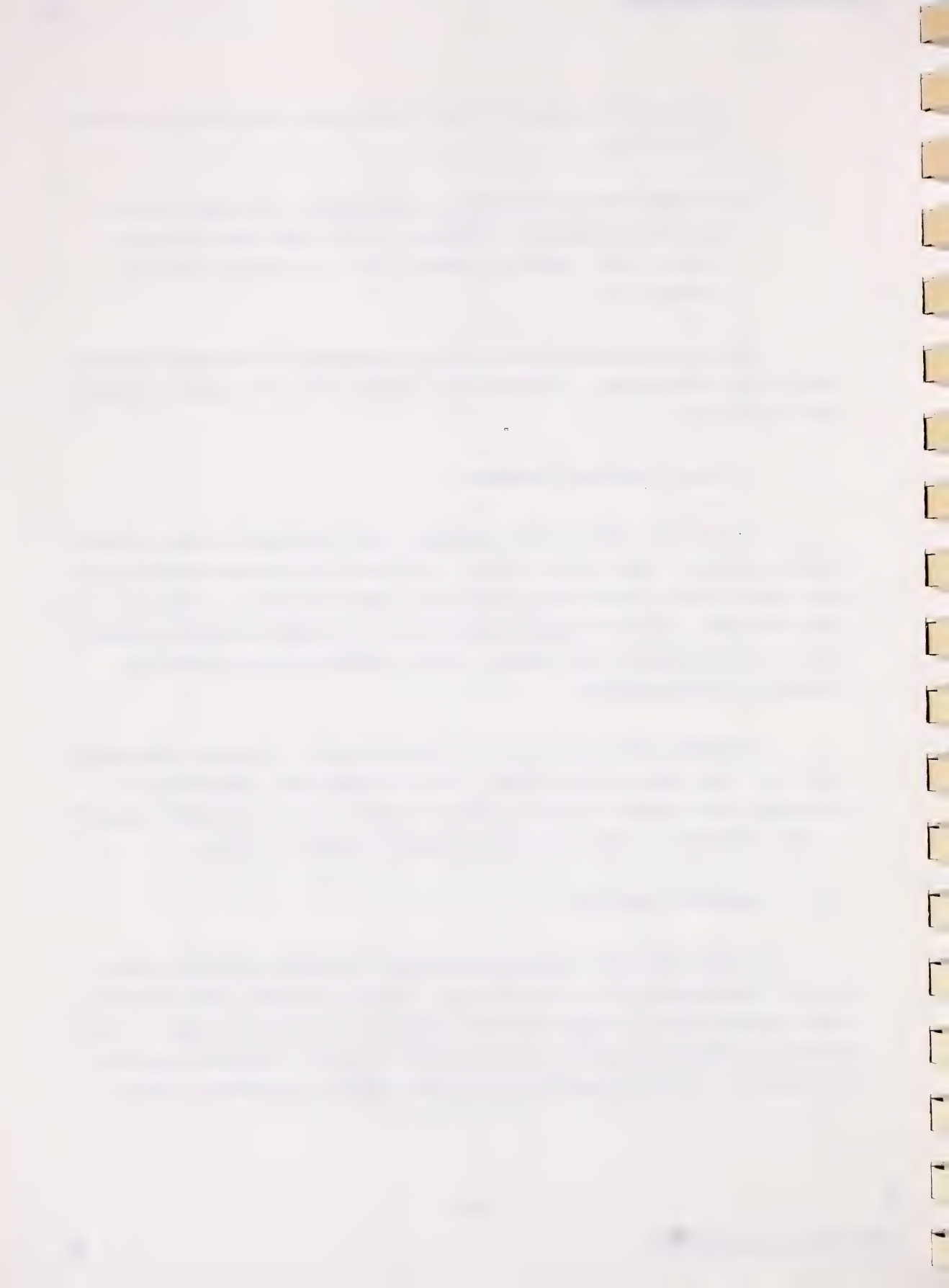
- **Private Vehicle Visitors**

Almost all vehicular visitors are tourists in one of the Alberta parks. More than 3-in-4 of them are Banff visitors and more than 1-in-3 are Jasper National Park visitors. Of all visitors who enter the parks system in a private vehicle, fewer than 2-in-10 spend time, money or go sightseeing in the two British Columbia parks.

Although the base size is quite small, it would seem that visitors who come to the parks in a recreational vehicle or motorhome are almost equally distributed across the parks (Banff -- 66%; Jasper -- 59%; British Columbia parks -- 53%).

- **Charter Visitors**

Of the 190,000 overnight charter visitors to the parks system, approximately 160,000 visit Banff National Park and the same number visit Jasper National Park during their trip. This finding likely reflects the structure of many charter tours to the parks -- they include one or two nights in each of these



two parks. British Columbia parks, on the other hand, attract about one-half the number of charter visitors that spend time, money or sightsee in the Alberta parks. Just over 81,000 charter visitors claim to have visited a British Columbia park during their trip.

- **Scheduled Train Visitors**

Almost all scheduled train visitors also constitute Banff National Park visitors (96%), whereas Jasper National Park attracts only about 6-in-10 (58%) of these individuals. People who enter the park system on the train are, however, relatively unlikely to include either British Columbia park on their itinerary within the Rocky Mountain National Parks (14%).

- **Scheduled Bus Visitors**

Scheduled bus visitors strongly resemble train visitors in their movements within the parks. More than 8-in-10 of these bus travellers are visitors to Banff National Park, while just over 4-in-10 visit Jasper National Park. The British Columbia parks seem even less likely to attract scheduled bus visitors (8%) than they are to attract those who travelled to the parks by train.

Mode Of Entry To The Rocky Mountain National Parks
Among Person Visitors¹ To Any Park...

	In	In...Season ²			
	Total	Summer	Fall	Winter	Spring
Actual	(2,351)	(1,189)	(378)	(390)	(394)
Weighted/Projected, In Thousands	(4,084.0)	(1,646.1)	(391.8)	(1,441.5)	(604.6)
	%	%	%	%	%
Any Private Vehicle	93	92	92	95	90
Recreational Vehicle/ Motorhome	3	7	3	-	3
Scheduled Bus	2	2	2	1	*
Scheduled Train	1	1	3	*	4
Overnight Charter Motorcoach	5	6	4	4	5

(Source: Detailed Tables, Volume I, pages 72-5/6)

Spent time, money, or went sightseeing in at least one of the Rocky Mountain National Parks.

See Foreword for definition of seasons.

Less than 0.5%.

18.b) Mode Of Entry To The Rocky Mountain National Parks By Season

Time of year does not appear to have a significant impact on the mode of transportation used by park visitors. At the same time, the roadways within the parks are more likely to be carrying recreational vehicle visitors in the summer (7%) than in any other season. Additionally, train travellers are especially likely to be found in the fall (3%) and spring (4%) but the overnight charter contribution to total park visitation (as a proportion of visitors) is relatively stable irrespective of season.

When mode of entry is assessed from a different perspective, it becomes evident that approximately one-half of all charter visitors to the park system come in the summer (48%), one-quarter are winter visitors (27%), and the remainder are divided between fall (8%), and to a greater extent, spring (17%). It is also interesting to note that these charter visitors are more likely to be residents of the United States (43%) than of any other country, including Canada (27%) and Japan (24%). Train travellers are also especially likely to be Americans (41%) or travellers from overseas (31%).

These findings become even more meaningful when compared to the proportion of total visitation represented by the various countries (see following table).

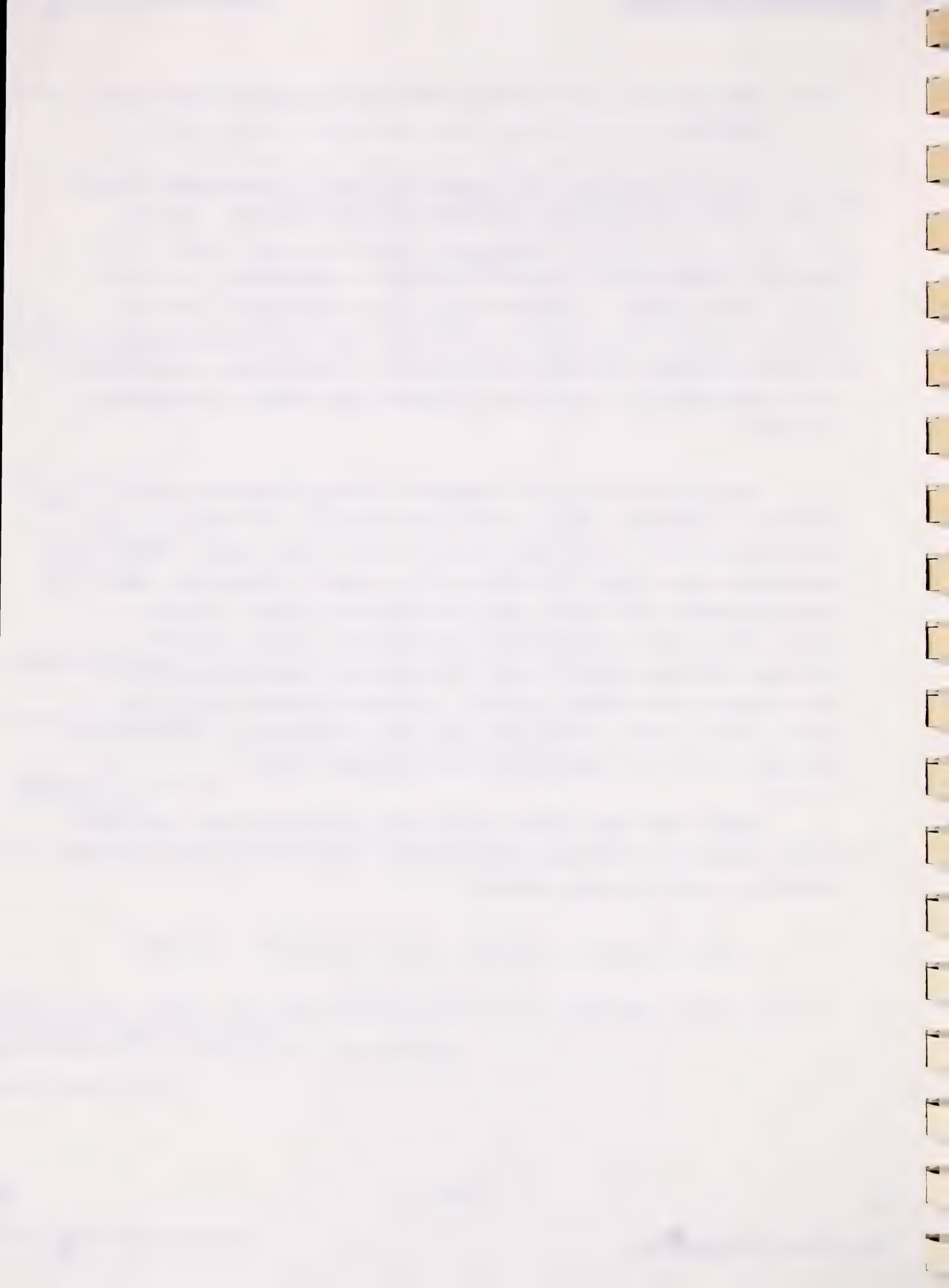


Exhibit 23

Proportion Of Entry Mode Visitors Who Live In Specific Countries

	<u>Country of Residence</u>				
	<u>Canada</u>	<u>U.S.A.</u>	<u>Any Overseas</u> ¹	<u>Japan</u>	
<u>Proportion of Total...</u>					
Person Visitors	%	80	14	6	1
Private Vehicle Visitors	%	84	12	4	-
Charter Visitors	%	27	43	30	24
Scheduled Train Visitors	%	28	41	31	5
Scheduled Bus Visitors	%	46	23	31	4

(Source: Detailed Tables, Volume I, page 72-3)

¹Includes Japan. Horizontal percentage exceeds 100% because Japanese visitors are also included in "Any Overseas".

Rocky Mountain National Parks As Main Destination Of Entire Trip Among Person Visitors ¹ To...					
	<u>Any Park</u>	<u>An Alberta Park</u>	<u>Banff</u>	<u>Jasper</u>	<u>A British Columbia Park</u>
Actual	(2,351)	(2,270)	(1,738)	(1,325)	(538)
Weighted/Projected, In Thousands	(4,084.0)	(3,898.6)	(3,167.5)	(1,598.9)	(748.3)
	‡	‡	‡	‡	‡
Yes, Rocky Mountain National Parks Is Main Destination	61	62	64	54	56
No, Rocky Mountain National Parks Is <u>Not</u> Main Destination	39	38	36	46	44

Rocky Mountain National Parks As Main Destination Of Entire Trip Among Person Visitors ¹ To Any Park...					
	<u>In Total</u>	<u>In...Season²</u>			
		<u>Summer</u>	<u>Fall</u>	<u>Winter</u>	<u>Spring</u>
Actual	(2,351)	(1,189)	(378)	(390)	(394)
Weighted/Projected, In Thousands	(4,084.0)	(1,646.1)	(391.8)	(1,441.5)	(604.6)
	‡	‡	‡	‡	‡
Yes, Rocky Mountain National Parks Is Main Destination	61	53	60	67	69
No, Rocky Mountain National Parks Is <u>Not</u> Main Destination	39	47	40	33	31

(Source: Detailed Tables, Volume I, pages 20-1, 3)

¹Spent time, money, or went sightseeing in specific park/at least one of the Rocky Mountain National Parks.

²See Foreword for definition of seasons.

19. The Rocky Mountain National Parks As The Main Destination
Of Entire Trip

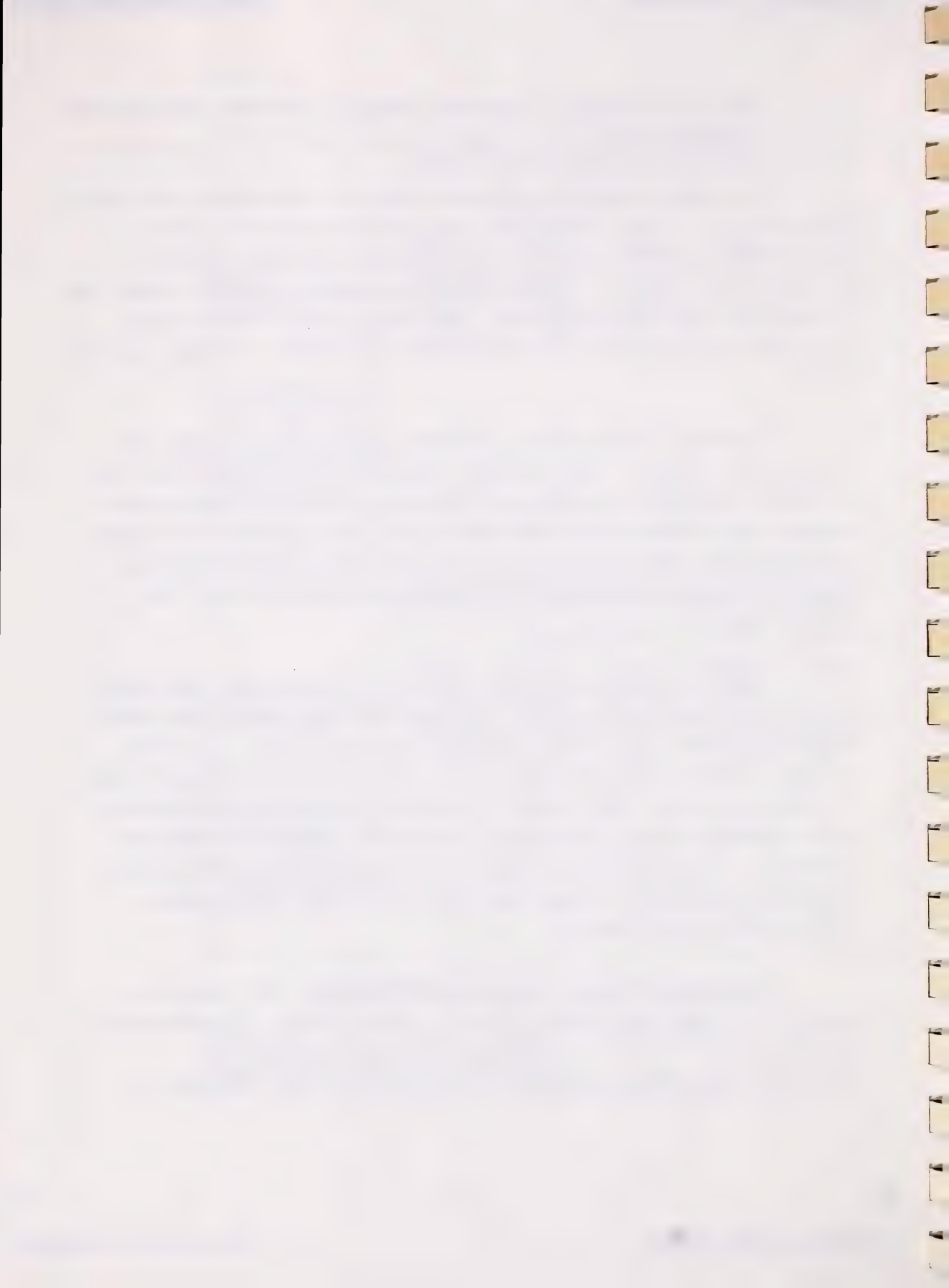
The Rocky Mountain National Parks is designated the "main destination" of the entire trip by 6-in-10 visitors. Such a distinction is most apt to be utilized by visitors to Banff National Park (64%). Among visitors to Jasper National Park and to the British Columbia parks, just over 1-in-2 declare the national parks system to be the main destination of their entire trip.

Seasonal variation is somewhat more extensive than is variation by park. Specifically, summer visitors are least inclined to consider the national parks system their main destination, with just over 1-in-2 doing so. In contrast, at least 2-in-3 winter and spring visitors to the four Rocky Mountain National Parks deem them to be the main destination of the entire trip.

The two "park provinces", Alberta and British Columbia, are the most commonly cited "furthest destinations" from home¹ for visitors to the Rocky Mountain National Parks. In fact, 2-in-3 of these visitors claim that the trip which brought them to the parks will take them no further from home than Alberta, and a further 1-in-4 make this claim with respect to British Columbia. Approximately 1-in-20 visitors indicate that their furthest destination from home will take them to locations within the United States.

Not surprisingly, almost all travellers who deem the parks to be the main destination of their entire trip declare

¹See Detailed Tables, Volume I, pages 16-5/6 for figures.



Alberta (84%) or British Columbia (13%) to be the furthest place from home they would visit on the trip. The proportions differ somewhat among visitors who maintain that the Rocky Mountain National Parks was not the main destination of the trip that brought them into the parks. These travellers are particularly likely to designate Alberta (41%), British Columbia (44%), and, to a lesser extent, the United States (10%) as their "furthest" destination.

Annual And Seasonal Person Entrants And Person Visitors¹ To The Rocky Mountain National Parks

	Annual	Summer	Fall	Winter	Spring
	#	#	#	#	#
Four Parks²					
Entrants	5,513,100 (A)	2,151,500 (C)	596,200 (C)	1,954,900 (E)	810,500 (F)
Visitors	4,084,000 (B)	1,646,100 (E)	391,800 (F)	1,441,500 (C)	604,600 (G)*
Conversion Of Entrants To Visitors	74%	77%	66%	74%	75%
Alberta Parks					
Entrants	5,443,300 (D)	2,121,700 (F)	581,600 (E)	1,934,900 (E)	805,100 (F)
Visitors	3,898,600 (C)	1,551,800 (E)	355,100 (E)	1,403,100 (D)	588,500 (G)*
Conversion Of Entrants To Visitors	72%	73%	61%	73%	73%
Banff National Park					
Entrants	4,635,100 (C)	1,816,200 (D)	532,900 (G)*	1,613,700 (E)	672,400 (D)
Visitors	3,167,500 (D)	1,203,100 (A)	310,000 (F)	1,166,000 (E)	488,500 (G)*
Conversion Of Entrants To Visitors	68%	66%	58%	72%	73%
Jasper National Park					
Entrants	1,981,700 (D)	1,056,300 (G)*	194,700 (F)	446,100 (F)	284,700 (F)
Visitors	1,598,900 (F)	907,100 (G)*	142,100 (F)	336,900 (E)	212,900 (C)
Conversion Of Entrants To Visitors	81%	86%	73%	76%	75%
British Columbia Parks					
Entrants	2,490,900 (B)	1,247,000 (D)	320,500 (F)	585,400 (E)	337,900 (F)
Visitors	748,300 (G)*	487,200 (A)	86,300 (H)**	67,200 (H)**	107,600 (G)*
Conversion Of Entrants To Visitors	30%	39%	27%	11%	32%

(Source: Detailed Tables, Volume I, page 82-1/3)

¹"Annual" study period: June 15, 1987 to June 14, 1988. See Foreword for definition of seasons. Person Entrants are those who entered a specific park. Person visitors spent time, money or went sightseeing in a specific park.

²All figures are weighted/projected and rounded to the nearest hundred. See Detailed Tables, Volume I for unweighted bases by season and park.

**Qualified number*: Use with extreme caution.

**Unpublishable number* by Statistics Canada's standards: Do not use.

20. Entrants And Visitors To The Rocky Mountain National Parks By Parks And Season

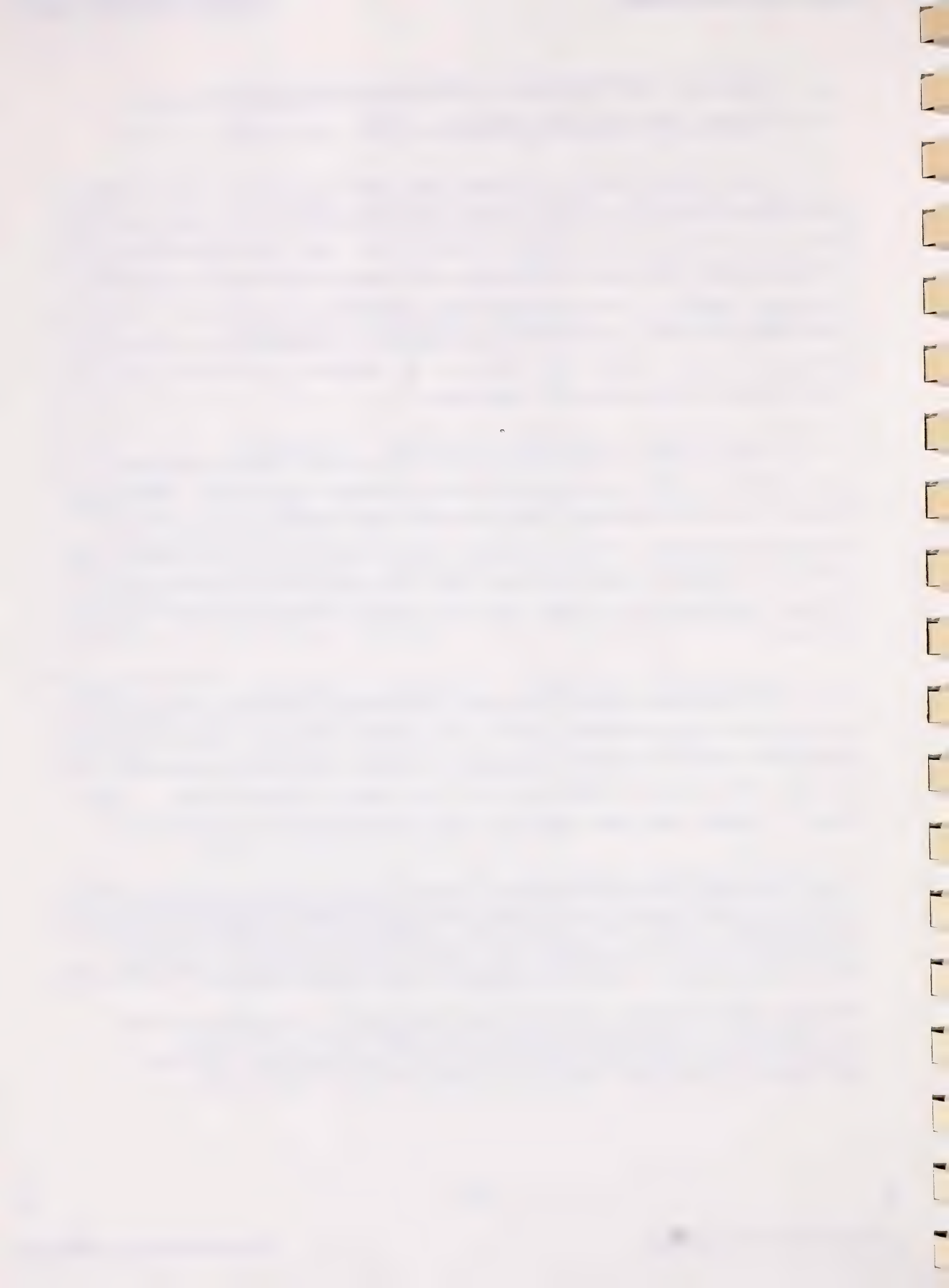
The facing table provides the total number of individuals who entered each park, the number who claimed to be visitors to each according to the survey definition¹, and the proportion of all possible visitors (entrants) that are converted to visitors for each park². The conversion of entrants to visitors for the June 1987 to June 1988 year is discussed in Chapter A, Section 4 of this report. Here the focus is on seasonal variation in conversion of entrants to visitors.

Taking the four parks as a whole, the figures suggest that summer (77%) is not significantly more successful than are winter (74%) and spring (75%) in enticing individuals passing through the park system to spend time, money or to sightsee. Of all the seasons, fall (66%) is the time period in which the highest proportion of park entrants simply "pass through" the system.

Differences over the year are clearly evident when the conversion rates between Banff and Jasper National Parks are compared. Banff enjoys a slightly higher conversion rate in winter (72%) than it does during the summer period (66%). Like Banff, Jasper National Park is quite successful in converting

¹For the Rocky Mountain National Parks system as a whole, a visitor is defined as a person who spent time, money or went sightseeing within the four park boundaries. A visitor to an individual park is defined as a person who engaged in these activities within the boundaries of the specific park.

²Survey data suggest that on key demographic characteristics, the profile of the park system "entrant" does not differ substantively from the profile of the park system "visitor". See Detailed Tables, Volume I, pages 76-1,2 and 81-1/6.



winter entrants to visitors (76%), but its special strength would seem to be in encouraging summer travellers to spend time, money or sightsee within its boundaries (86%).

Likely because they do not offer downhill skiing opportunities, the British Columbia parks attract only about 1-in-10 visitors from the individuals who pass through their territory in the winter. These parks experience their highest levels of utilization by available travellers in the summer (39%), and to a lesser extent, in the spring (32%).

Exhibit 26

Park Visitation Patterns Among Person Visitors¹
To The Rocky Mountain National Parks...

	In <u>Total</u>	In...Season ²			
		<u>Summer</u>	<u>Fall</u>	<u>Winter</u>	<u>Spring</u>
Actual	(2,351)	(1,189)	(378)	(390)	(394)
Weighted/Projected, In Thousands	(4,084.0)	(1,646.1)		(391.8)	(1,441.5)
	‡	‡	‡	‡	‡
Visited Any Alberta Park	96	94	91	97	97
Visited Banff National Park	78	73	79	81	81
Visited Banff National Park Only	50	30	50	72	54
Visited Jasper National Park	39	55	36	23	35
Visited Jasper National Park Only	17	20	11	16	16
Visited Any British Columbia Park	18	30	22	5	18
Visited Yoho National Park	10	18	10	3	10
Visited Yoho National Park Only	2	3	2	1	*
Visited Kootenay National Park	10	17	15	2	10
Visited Kootenay National Park Only	3	3	7	2	3
Visited All Four Parks	2	3	3	*	2

(Source: Detailed Tables, Volume I, pages 28-7/8)

¹Spent time, money or went sightseeing in at least one of the Rocky Mountain National Parks.

*Less than 0.5%

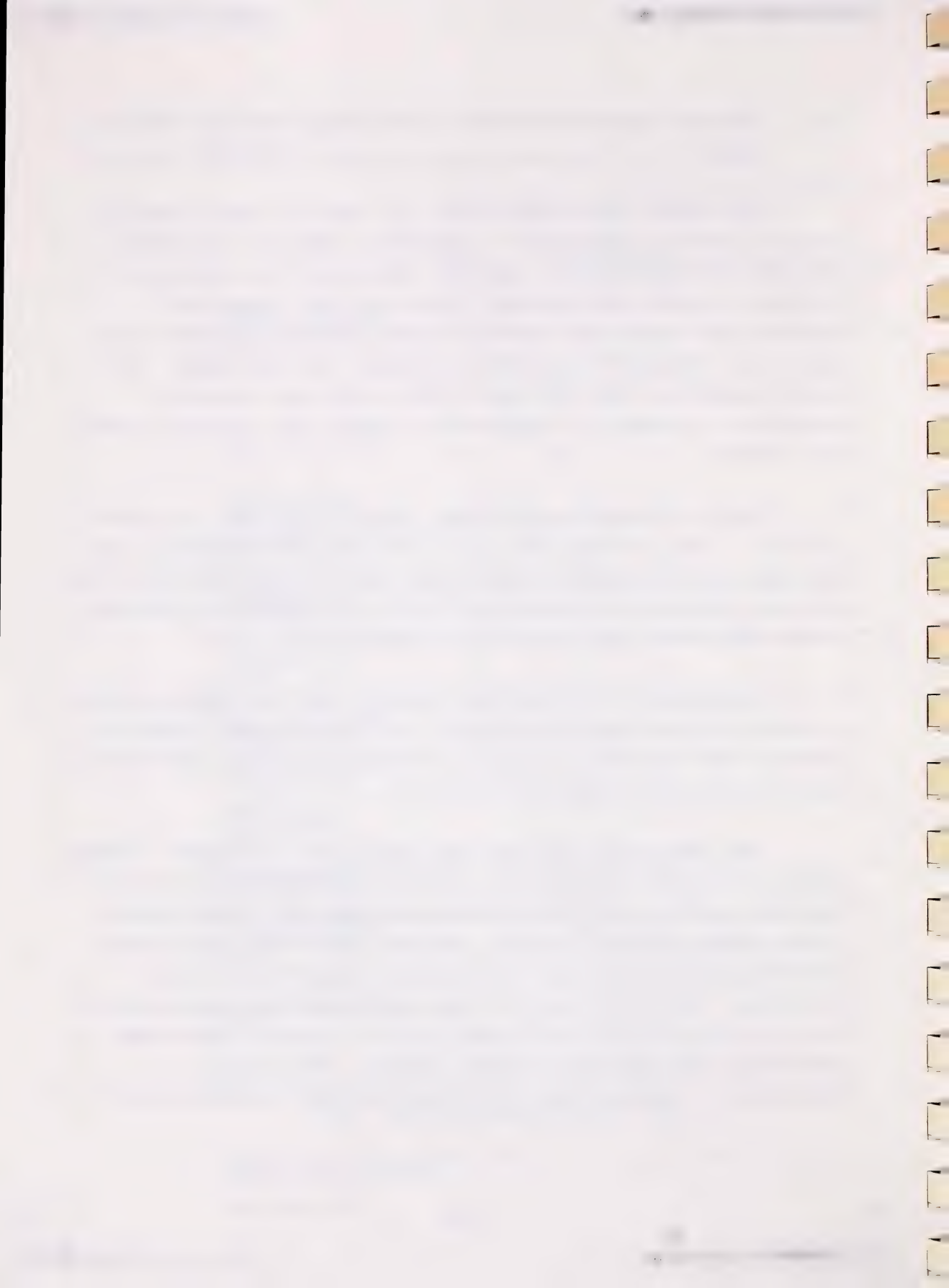
21. Multiple Park Utilization In The Rocky Mountain National Parks

The total visitation to each of the four Rocky Mountain National Parks is described in Chapter A, Section 3 of this report. The facing table provides information on exclusive visitors to individual parks. Almost all men, women and children who spent time, money or went sightseeing within the four parks' boundaries visited an Alberta national park. Of these two parks, Banff National Park is the more popular, attracting in excess of three out of every four visitors to the park system.

Banff is also the park most likely to attract exclusive visitors. One in every two, or 2.1 million park visitors over the year utilize Banff National Park only. Jasper National Park attracts about 4-in-10 annual visitors, but generates exclusive usage among fewer than 2-in-10 (0.7 million).

Visitation to any British Columbia park is characteristic of almost 2-in-10 yearly visitors, but the two Rocky Mountain parks in this province are quite unlikely to attract exclusive users (Yoho -- 2%; Kootenay -- 3%).

The pattern of multiple or single park visitation differs quite dramatically by season. In the summer more than 4-in-10 visitors (44%) to the parks visit more than one of the parks. In the winter season, however, very few (less than 10%) parks visitors include more than one of the four parks in their itinerary. That is to say, in the winter months, approximately 9-in-10 parks visitors go to only one of the parks when they visit the Rocky Mountain National Parks. This change in behaviour is particularly noticeable for Banff National Park.



In the summertime, about 3-in-10 parks visitors spend time, money or sightsee only in Banff. In the winter season, as many as 7-in-10 parks visitors patronize Banff exclusively.

The multiple/exclusive park visitation patterns in the shoulder seasons fall between the extremes noted for summer and winter.

Exhibit 27

Length Of Visit To The Rocky Mountain National
Parks Among Person Visitors¹ To...

	<u>Any Park</u>	<u>An Alberta Park</u>	<u>Banff</u>	<u>Jasper</u>	<u>A British Columbia Park</u>
Actual	(2,351)	(2,270)	(1,738)	(1,325)	(538)
Weighted/Projected, In Thousands	(4,084.0)	(3,898.6)	(3,167.5)	(1,598.9)	(748.3)
	‡	‡	‡	‡	‡

SAME-DAY

<u>No Nights Spent In Parks</u>	44	43	42	31	32
No Nights Spent Away From Home On Entire Trip	20	21	22	8	3
Nights Spent Away From Home But No Nights Spent In Parks	24	23	20	23	29

OVERNIGHT

Nights In Parks

1-2 Nights	37	37	37	36	34
3-6 Nights	17	18	19	30	29
7 Or More Nights	2	2	2	4	6

Average Number Of
Nights Per Person
Visitor...

<u>In Total</u>	#	#	#	#	#
In Total	1.4	1.5	1.6	2.1	2.4
Who Spent Any Nights Away From Home On Trip	1.8	1.8	2.0	2.3	2.5
Who Spent Any Nights In The Rocky Mountain National Parks	2.6	2.6	2.7	3.0	3.5

(Source: Detailed Tables, Volume I, pages 37-1/2)

¹Spent time, money, or went sightseeing in specific park.

22.a) Length Of Visit To The Rocky Mountain National Parks By Parks Visited

As has been noted previously (Chapter A), more than 4-in-10 Rocky Mountain National Parks visitors restrict their visit to the parks to a single day while the remaining 6-in-10 (56%) spend at least one night within the park system. The 1.8 million same-day visitors are evenly divided between those who spend no nights away from home on their entire trip (0.8 million) and those who do spend nights away from home but do not spend any nights within the boundaries of the four parks (1.0 million).

Visitors to Jasper National Park and the two British Columbia parks are more likely to spend nights within the parks system than are visitors to Banff National Park. This finding may relate to the comparatively heavy use of Banff by Calgarians (see Section 17.a). A trip from Calgary to Banff National Park for recreational use can be undertaken in a day without undue strain. Jasper National Park, on the other hand, is not as easily accessible for day use by Edmontonians. Similarly, the British Columbia parks are not within easy "same-day" driving distance of a major urban centre.

Among all visitors to the Rocky Mountain National Parks, the average length of stay within the system is 1.4 nights (based on same-day and overnight visitors). Among overnight visitors to the parks, this average increases to 2.6 nights, or a total of 6.1 million person nights (2.5 million party nights).

Perhaps because it is further from a major metropolitan centre, and/or because it is not on the Trans-Canada traffic corridor, Jasper National Park achieves slightly longer stays

**Average Length Of Stay In Number
Of Nights Among Person Visitors¹
To The Rocky Mountain National
Parks...**

	<u>In Total</u>	<u>Who Spent Any Nights In The Parks</u>
Actual	(2,351)	(1,581)
Weighted/Projected, In Thousands	(4,084.0)	(2,288.0)
	#	#
Total	1.4	2.6
 <u>Place Of Residence</u>		
Canada	1.0	2.1
Alberta	1.0	1.9
British Columbia	0.9	2.1
Other Canada	1.6	2.7
U.S.A.	2.7	3.4
Overseas	3.9	4.1
 <u>Mode Of Entry</u>		
Private Vehicle	1.3	2.4
Scheduled Train/Bus	3.8	4.4
Overnight Charter	3.5	3.5

(Source: Detailed Tables, Volume I, pages 37-4, 42-1)

¹Spent time, money or went sightseeing in at least one of the Rocky Mountain National Parks.

among its overnight visitors (3.0 nights) than does Banff National Park (2.7).

Although there are relatively few of them in total, overnight visitors to the British Columbia parks tend to stay longer than do visitors to any other park (3.5 nights).

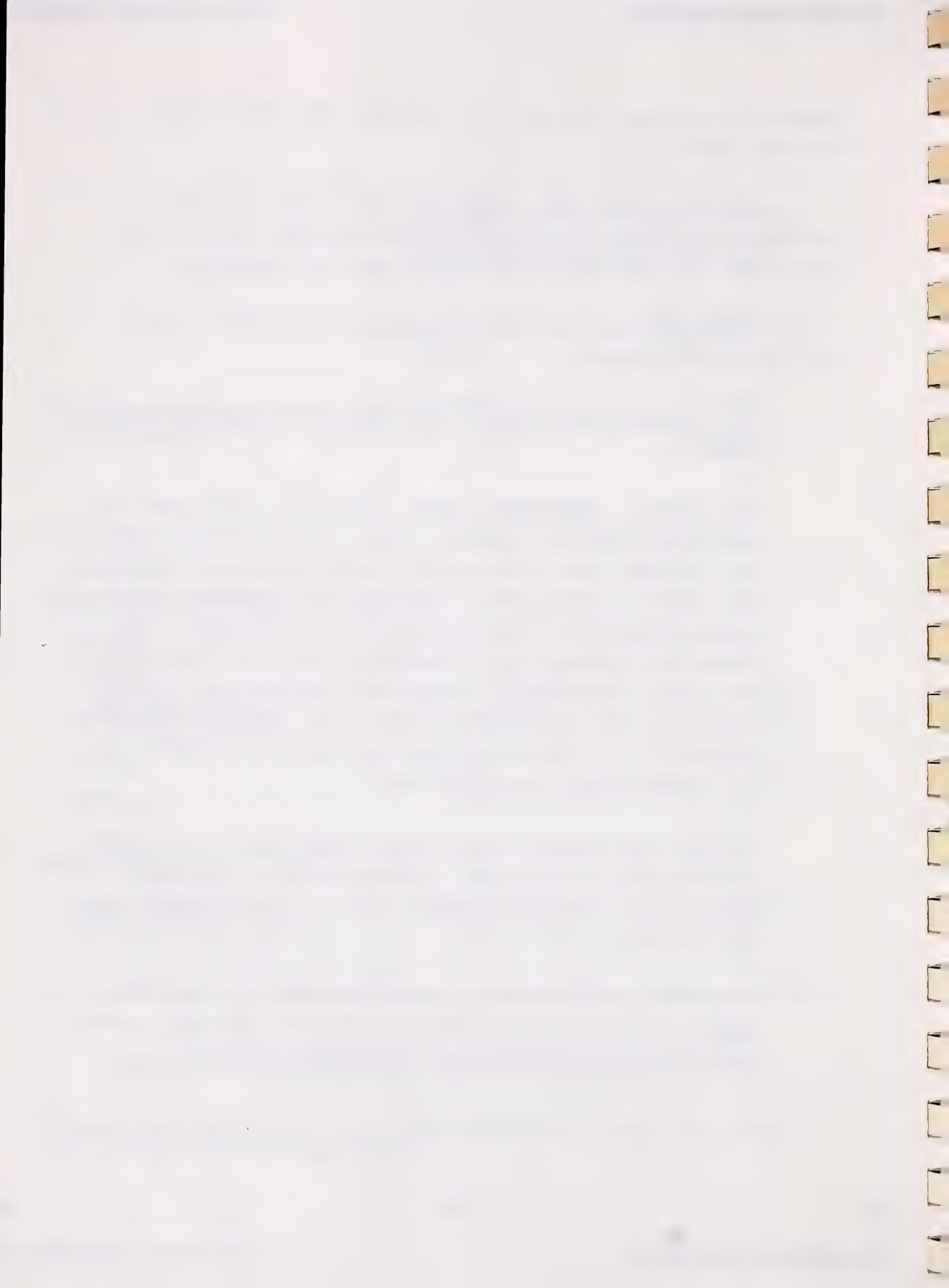
Other interesting findings related to length of stay include the following:

- The greater the distance from home, the longer the park visit.

For example, Canadians spend, on average, one night in the Rocky Mountain National Parks. This average doubles (2.1 nights) when calculated only on Canadians who spend any nights in the parks. Because they represent such a large proportion of all Canadian parks visitors, the respective averages for Albertans and British Columbians are almost identical to those for Canadians as a whole. Canadians who live in other provinces, however, spend an average of 1.6 nights in the parks (based on total) or 2.7 nights among "overnighters".

Visitors who live in the United States spend 2.7 nights in the parks, on average. Among American overnight visitors to the parks system, this average increases to 3.4 nights.

Travellers who come the longest distance to visit the parks -- those from overseas -- spend an average of four nights within the Rocky Mountain National Parks.



- Park visitors travelling in private vehicles spend fewer nights in the parks than do those travelling by bus, train or charter motorcoach.

Among overnight parks visitors, the average length of stay for passengers of private vehicles is 2.4 nights, while the corresponding figure for bus or train passengers is 4.4 nights. Charter motorcoach visitors fall between these two groups, spending 3.5 nights, on average, in the parks system.

- Length of stay in the parks does not appear to vary appreciably by the type of accommodation utilized.

When evaluated by the type of accommodation used while in the parks system, the data suggest that commercial roofed accommodation users (2.5) and campers (2.7) closely resemble one another in terms of the average number of nights they spend in the parks.

Exhibit 29

Length Of Visit To The Rocky Mountain National Parks Among Person Visitors¹ To Any Park...

	In Total	In...Season ²			
		Summer	Fall	Winter	Spring
Actual	(2,351)	(1,189)	(378)	(390)	(394)
Weighted/Projected, In Thousands	(4,084.0)	(1,646.1)	(391.8)	(1,441.5)	(604.6)
	‡	‡	‡	‡	‡

SAME-DAY

No Nights Spent In Parks	44	42	44	39	60
No Nights Spent Away From Home On Entire Trip	20	12	22	22	37
Nights Spent Away From Home But No Nights Spent In Parks	24	31	23	17	22

OVERNIGHT

<u>Nights In Parks</u>					
1 - 2 Nights	37	30	38	48	27
3 - 6 Nights	17	25	16	11	11
7 Or More Nights	2	3	2	1	2
<u>Average Number Of Nights Per Person Visitor¹</u>					
In Total	1.4	1.7	1.3	1.3	1.1
Who Spent Any Nights	1.8	1.9	1.7	1.7	1.7
Who Spent Any Nights In The Rocky Mountain National Parks	2.6	3.0	2.4	2.1	2.7

(Source: Detailed Tables, Volume I, pages 37-5/6)

¹Spent time, money, or went sightseeing in at least one of the Rocky Mountain National Parks.

²See Foreword for definition of seasons.

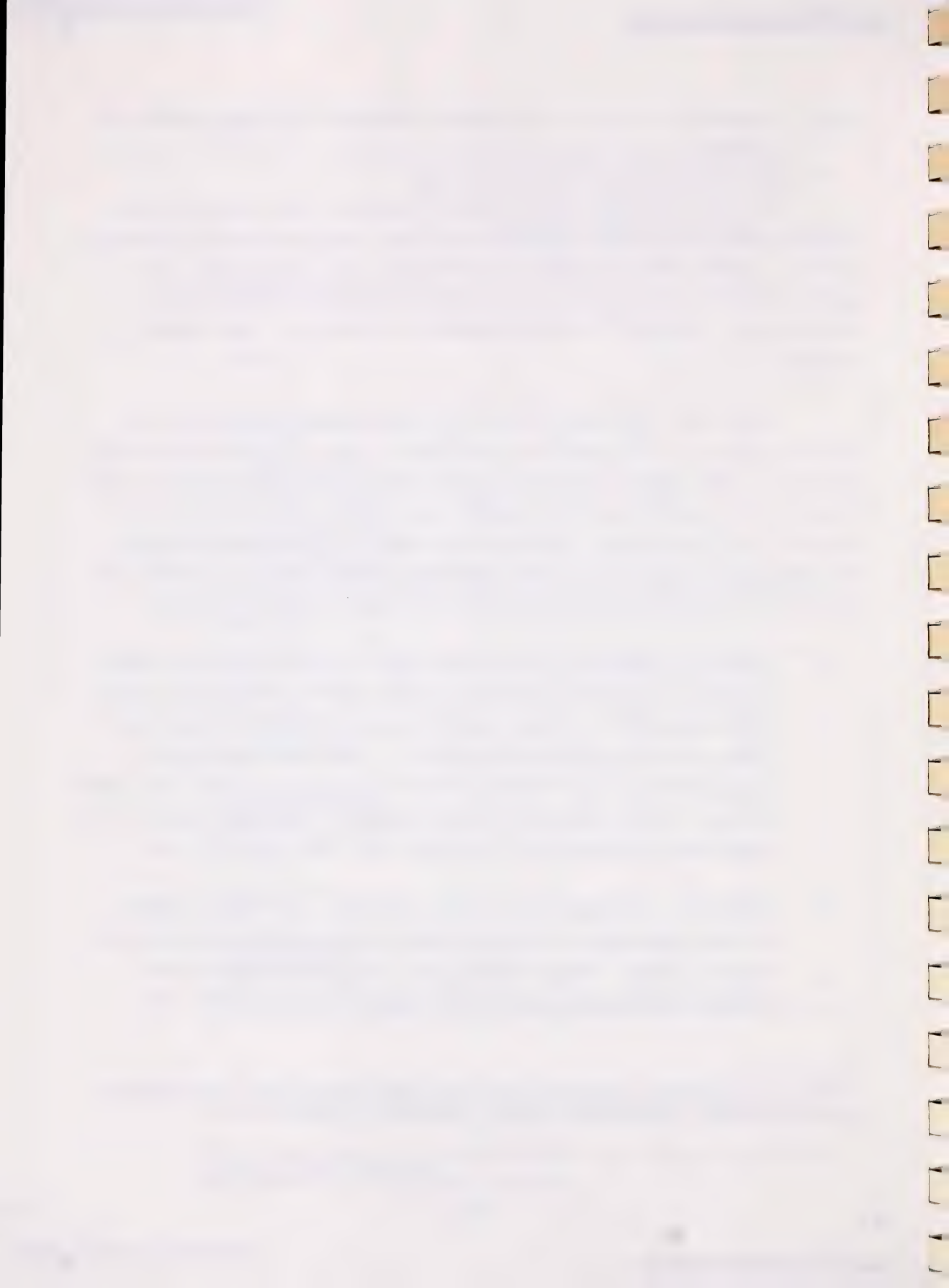
22.b) Length Of Visit To The Rocky Mountain National Parks By Season

Spring visitors, to a greater extent than those in any other season, are same-day users of the Rocky Mountain National Parks. Six-in-ten of these visitors in late April, May and early June do not spend a night within the boundaries of the four parks, compared to approximately 4-in-10 in each other season.

Although the proportion of summer visitors who do not spend nights in the parks is similar to that evident for winter and fall, the summer same-day park visitor is considerably more likely to be spending some nights away from home on the trip -- but not in the parks -- than is the case in the other seasons. The propensity of the summer overnight traveller to utilize the parks on a same-day basis may derive from several factors.

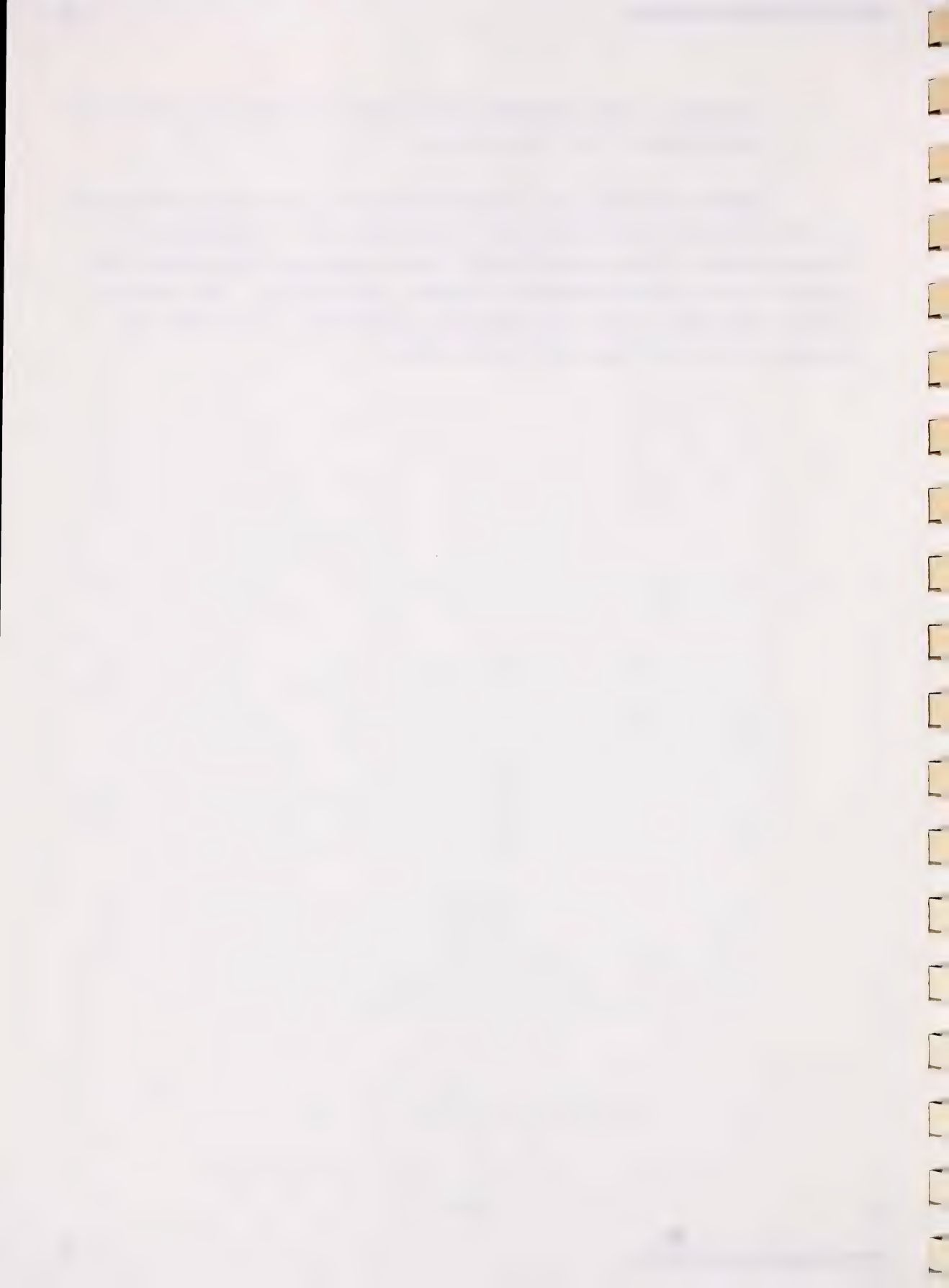
- Firstly, summer visitors are more likely than any other season's visitors to depict their entire trip as a touring vacation¹ -- they visit the parks system, and then move on to another destination. This explanation is supported by the finding that the summer visitor is least likely to declare the Rocky Mountain National Parks to be the "main destination" of the trip (see Section 19).
- Secondly, a number of summer visitors may spend nights in the vicinity of the national parks, but according to survey rules, these nights are not attributed to the parks (to qualify as a night spent in the parks, the

¹This information derives from the self-completion attitudinal questionnaire (Detailed Tables, Volume II, page 62-3).



location of an overnight stop must be within the official boundaries of the four parks).

Summer visitors who do spend nights within the boundaries of the Rocky Mountain National Parks stay for an average of three nights. The winter visitor has a shorter stay within the parks -- he or she spends two nights, on average. The average number of nights spent by overnight visitors in the fall and spring is between two and three nights.



D. ACCOMMODATION IN THE ROCKY MOUNTAIN NATIONAL PARKS

23. The "Typical Guest" And The "Typical Camper"

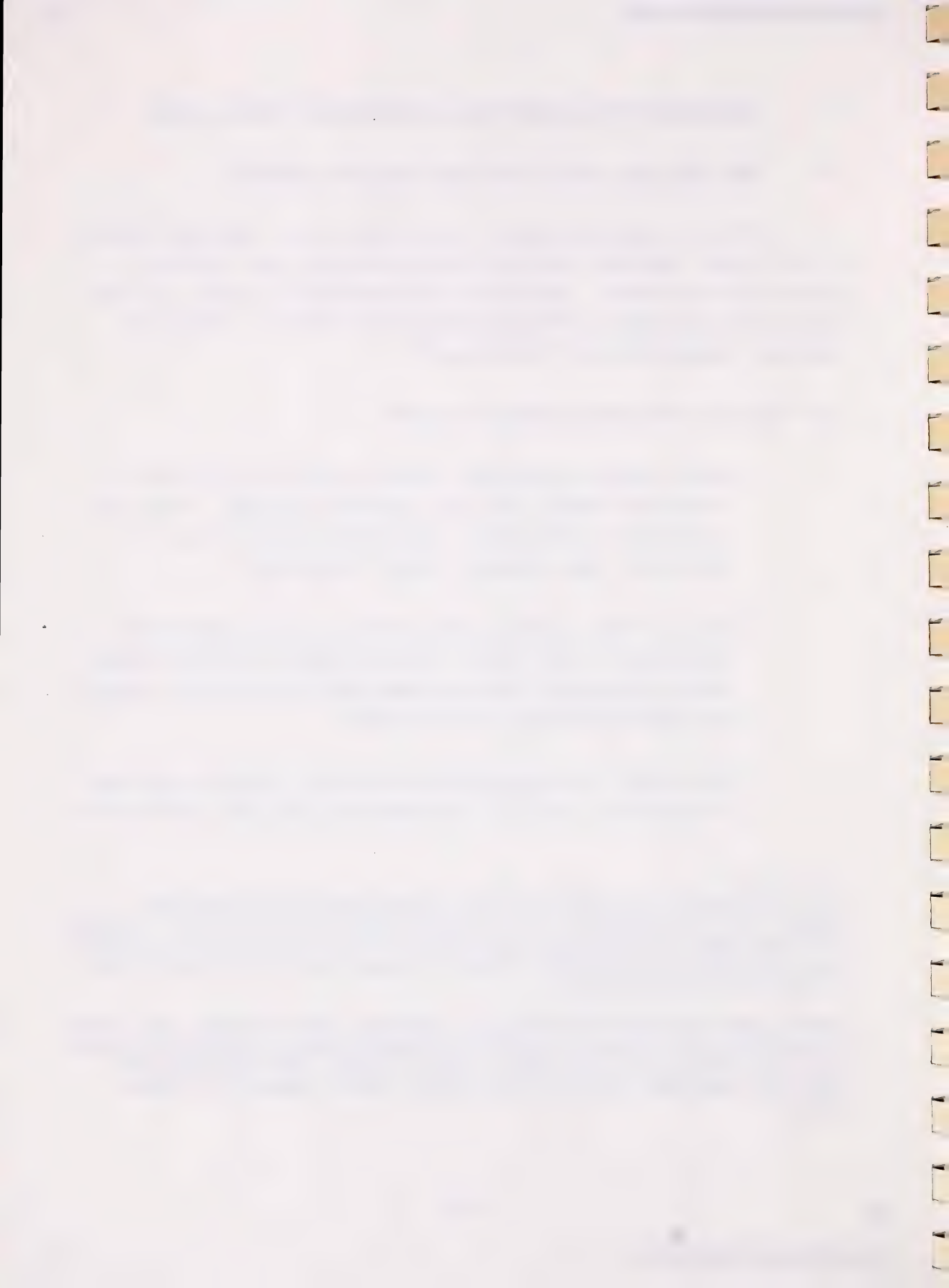
In this summary section, profiles of the "typical guest" in the parks' hotels, motels, and resorts and the "typical camper" are provided. It should be noted that in this, and in every other attempt to "typify" the park visitor, there are numerous exceptions and variations¹.

The "Typical Hotel/Motel/Resort Guest"

- This typical overnight guest is in the parks for a vacation rather than for business reasons. Like all visitors to the parks, he is most likely to be a Canadian, and probably lives in Alberta.
- She, or more commonly he, will encounter American visitors in the hotel, motel or resort facility more often than might be expected given the overall number of Americans visiting the parks.
- The guest is comparatively unlikely to meet Japanese tourists at the hotel because they do not represent a

¹All information in this section is derived from overnight person visitor measures. For proportions or numbers of visitors who meet each characteristic referred to in this section, please see Detailed Tabulations, Volume I, pages 42-1/42-4 and Volume II Detailed Tabulations.

Within the Detailed Tabulations, figures are available for other accommodation forms, including bed and breakfast establishments and youth hostels. The small sample sizes involved preclude detailed analysis of the profiles of these "guests" in this report.



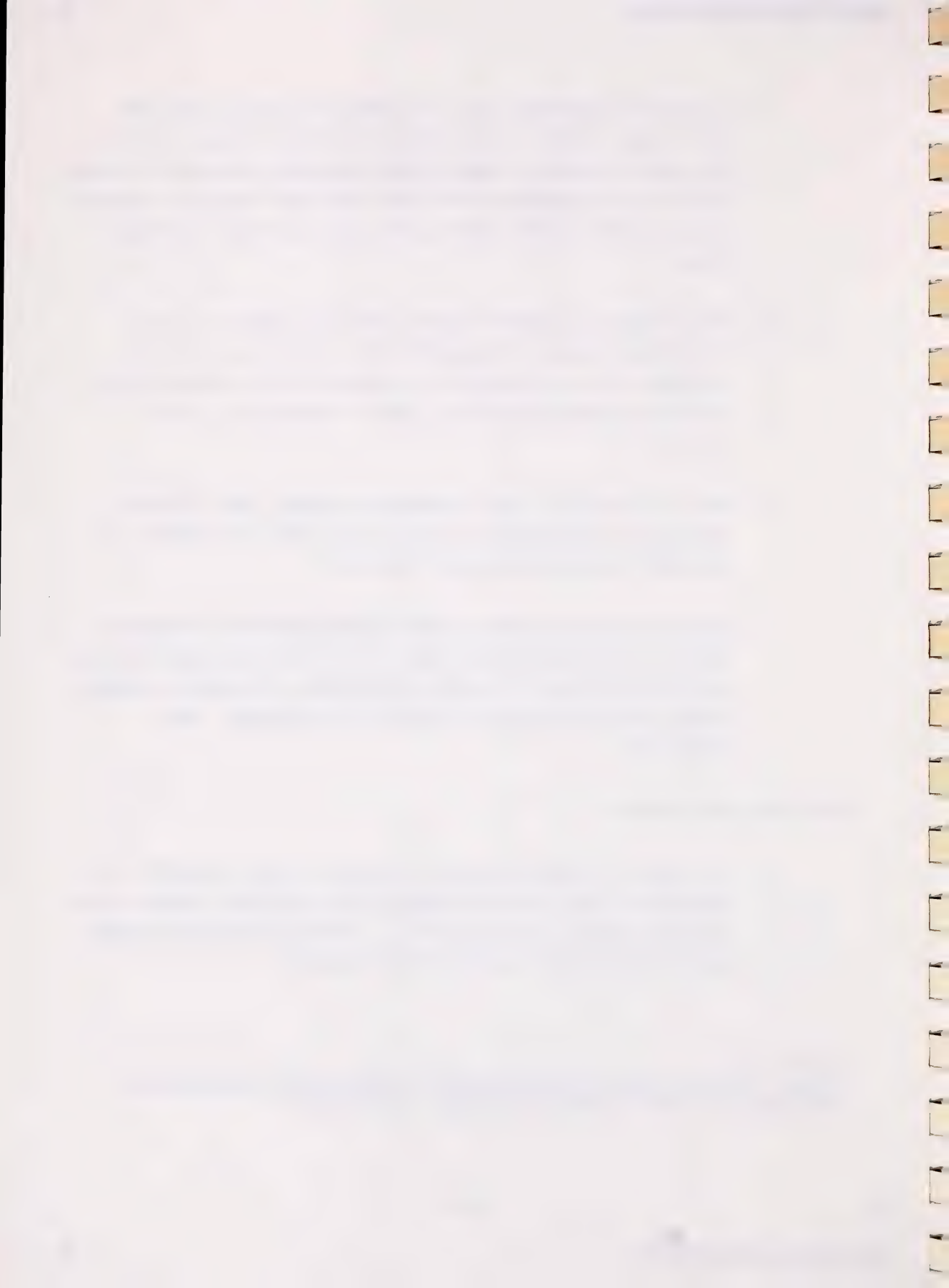
sizeable proportion of all parks visitors. At the same time, there is probably no better place within the park system to meet these overseas visitors, since almost all Japanese overnight visitors stay in hotels, motels and resorts during the park portion of their trip.

- This "typical guest" is at least 35 years of age. Like the visitor in general, he is also apt to be engaged in a professional, managerial or other white collar occupation and to have a reasonably high income¹.
- He is unlikely to be travelling alone, but is more commonly a member of a couple, or one of a group of friends visiting the park system¹.
- Although he has been to the Rocky Mountain National Parks on previous occasions, the "typical guest" is an avid participant in park activities, including skiing, water sports, hiking, jogging or climbing, and shopping¹.

The "Typical Camper"

- A "typical Rocky Mountain National Parks camper" is in the parks with family members to a greater extent than is the typical hotel guest¹. These campers are also more likely to be males than females.

¹These measures derive from the self-completion attitudinal questionnaire (See Detailed Tables, Volume II).



- Generally speaking, the camper is somewhat younger than the hotel guest, but this form of shelter attracts men and women in all age categories.
- During a stroll through the campgrounds, the camper is quite likely to meet other Canadians who live in Alberta. At the same time, he or she is more likely to meet a resident of British Columbia or Saskatchewan in the campgrounds than is the hotel or motel guest who might be walking through the lobby of a commercial roofed accommodation facility.
- As a rule, the typical camper is less affluent than is the typical hotel/motel guest. Not only does the camper fall into a lower income category¹ than does the hotel/motel guest, but he or she is also less likely to be working in a high status occupation.
- The camper is a particularly avid participant in activities such as hiking, jogging, and climbing; attending museums or historical sites; and in utilizing park information centres and interpretative programs¹.
- While he or she may participate in these activities to a greater extent than overnight visitors who stay in roofed accommodation, the level of involvement in activities such as the Snocoach tour or other day-tours, water sports, and shopping does not vary appreciably between the "typical camper" and the "typical hotel/motel guest".

¹These measures derive from the self-completion attitudinal questionnaire. See Detailed Tables, Volume II.

Person Nights Spent In The Rocky Mountain National
Parks By Accommodation Type

	<u>Any Park</u>	<u>An Alberta Park</u>	<u>Banff</u>	<u>Jasper</u>	<u>A British Columbia Park</u>
Actual	(4,721)	(4,372)	(2,808)	(1,564)	(210)
Weighted/Projected, In Thousands	(6,063.1)	(5,523.2)	(3,683.3)	(1,839.9)	(291.3)
	%	%	%	%	%
Commercial Roofed Accommodation	70	73	80	59	57
Hotel/Motel/ Resort/Lodge	65	68	76	53	54
Commercial Cottage/ Cabin	3	3	1	5	3
Bed And Breakfast	1	1	1	1	-
Youth Hostel	2	2	3	*	*
Camping Facilities	23	21	16	30	43
Campsite/Trailer Park	22	20	16	28	39
Back Country Camping	1	1	1	1	3
Friends/Own Vacation Home	5	5	2	10	1

(Source: Detailed Tables, Volume I, pages 44-1, 44-9, 44-17,
44-25, 44-41)

*Less than 0.5%.

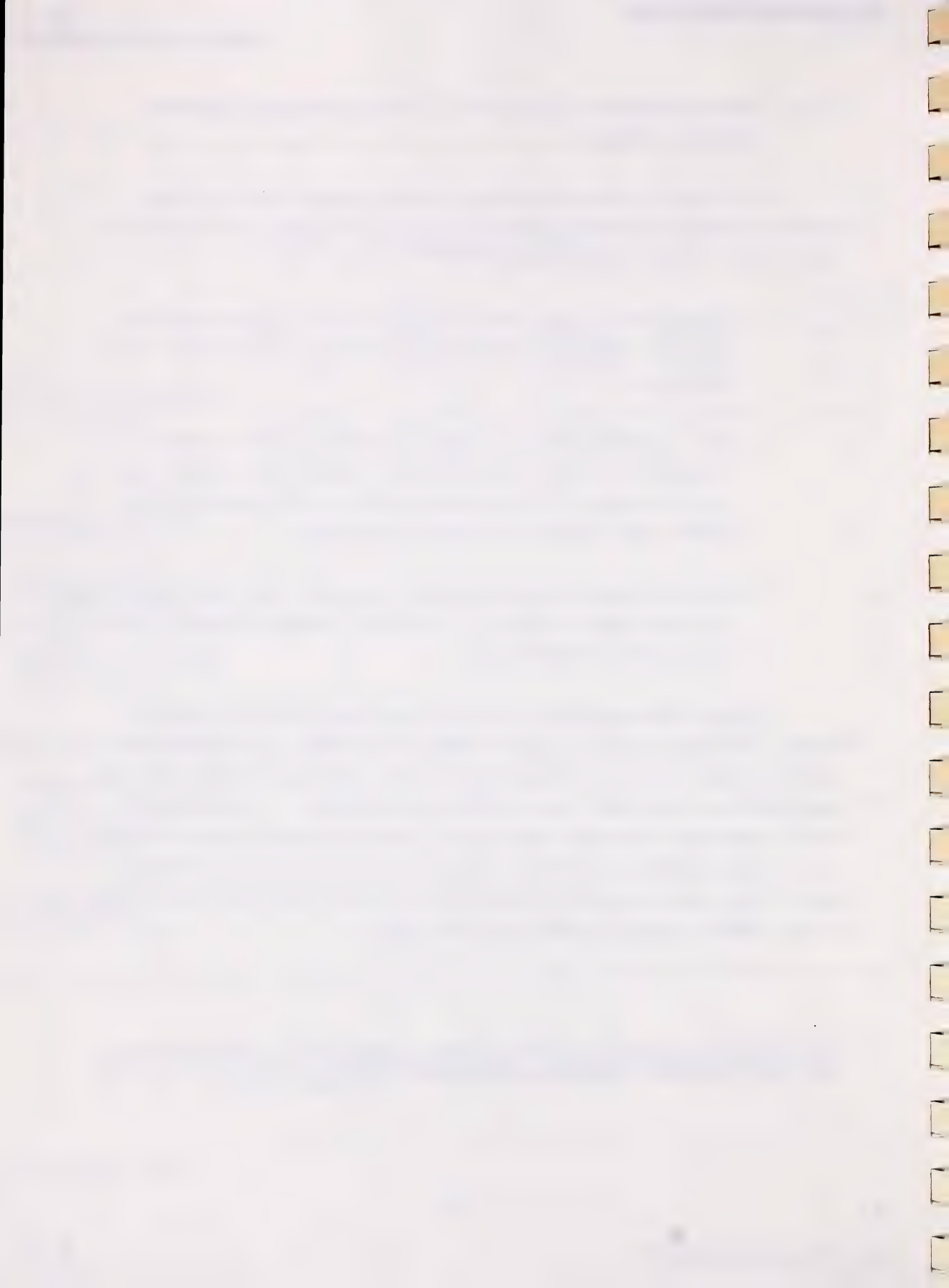
24.a) Accommodation Utilization By Person Nights Spent In Specific Parks

Of the 6.1 million person nights spent in the Rocky Mountain National Parks, 7-in-10, or 4.2 million were spent in commercial roofed accommodation¹.

- The majority of these visitor nights were spent in hotels, motels, resorts or lodges in the parks (4.0 million).
- On an annual basis, camping nights (back country and campsite/trailer facilities) account for more than one out of every five nights spent in the parks system (23%, or 1.4 million person nights).
- One in every twenty nights over the year was spent in a traveller's own or a friend's vacation home within the parks' boundaries.

Roofed accommodation is the dominant form of shelter across all the parks, in part because weather conditions in seasons other than the summer preclude camping, except for the heartiest of visitors (see following section). Nonetheless, Banff overnight visitors are more likely to spend their nights in a roofed setting (80% of all person nights spent in this park) than are overnight visitors to Jasper National Park (59% of all person nights spent in this park).

¹Includes hotel/motel/resort/lodge, commercial cottage/cabin, bed and breakfast facility and youth hostel.



Conversely, utilization of camping facilities is more intensive in Jasper National Park (30% of all person nights spent in Jasper) than is evident for Banff (16% of all person nights spent in this park). British Columbia parks more closely resemble Jasper National Park than Banff in the relative prominence of camping nights spent within their boundaries (43% of all person nights spent in these parks are spent in camping facilities).

The variations discussed above are almost certainly affected by seasonal variations. Camping is extremely uncommon in winter and Banff attracts a higher proportion of its visitors, than do the other parks, during this season.

**Person Nights Spent In The Rocky Mountain National
Parks By Accommodation Type**

	In	In...Season ¹			
	<u>Total</u>	<u>Summer</u>	<u>Fall</u>	<u>Winter</u>	<u>Spring</u>
Actual	(4,721)	(2,798)	(693)	(639)	(591)
Weighted/Projected, In Thousands	(6,063.1)	(2,835.2)	(521.7)	(2,055.3)	(651.0)
	%	%	%	%	%
Commercial Roofed Accommodation	70	52	74	88	88
Hotel/Motel/Resort/ Lodge	65	45	70	85	85
Commercial Cottage/ Cabin	3	5	2	*	2
Bed And Breakfast	1	1	*	*	*
Youth Hostel	2	1	2	3	1
Camping Facilities	23	39	26	4	9
Campsite/Trailer Park	22	39	21	3	9
Back Country Camping	1	1	4	1	-
Friends/Own Vacation Home	5	3	*	8	3
Not Stated	3	5	1	-	-

(Source: Detailed Tables, Volume I, pages 44-5, 6)

See Foreword for definition of seasons.

Less than 0.5%.

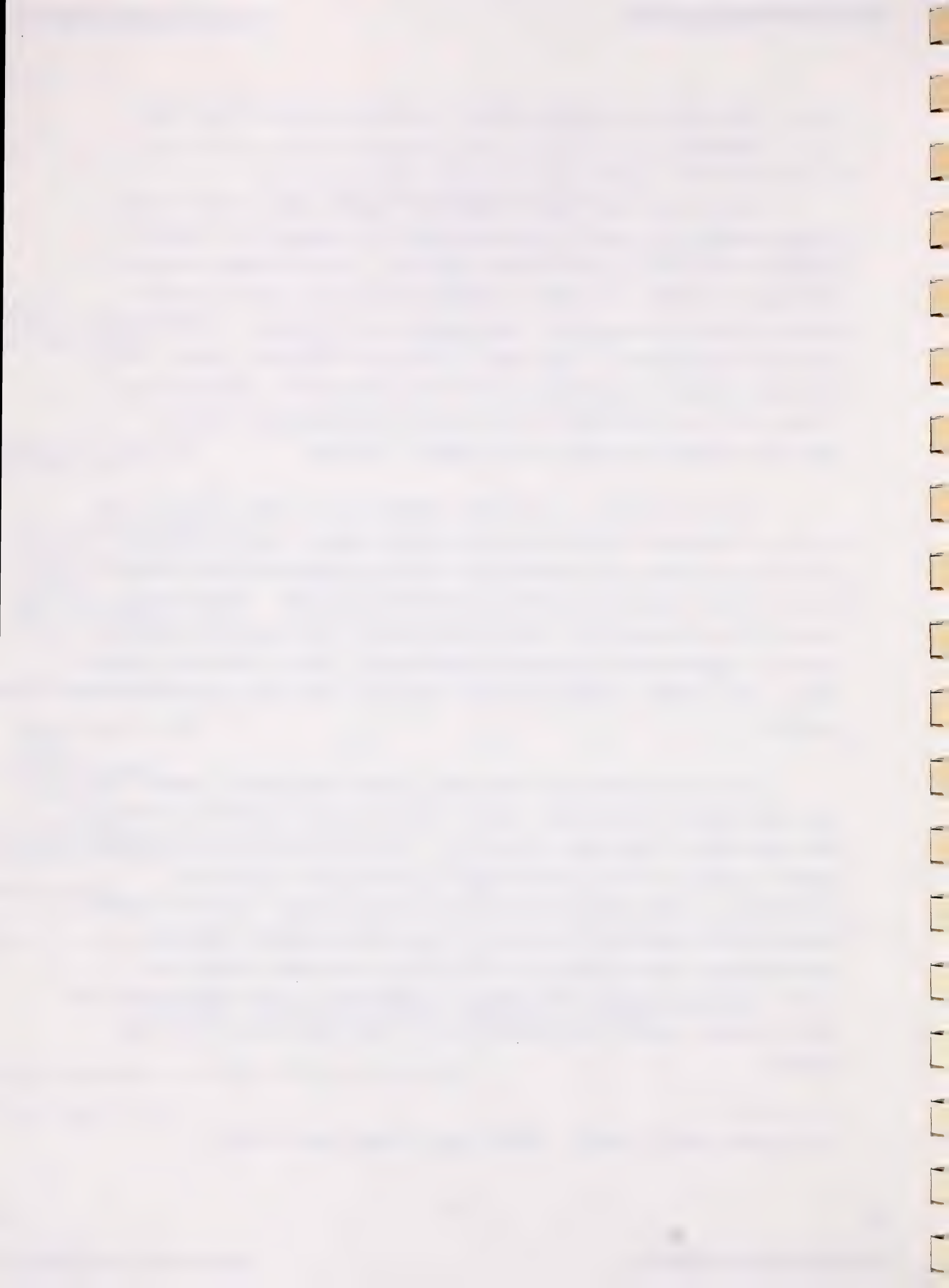
24.b) Accommodation Utilization By Person Nights Spent By Season

Among the four Rocky Mountain parks, just over 1-in-2 person nights (1.5 million) are spent in commercial roofed accommodation during the summer months, while almost 4-in-10 are spent in the campsites, trailer sites, or back country camping facilities within the parks (1.1 million). Given the weather conditions in the Rocky Mountain National Parks, it is not particularly surprising that utilization of camping facilities declines markedly, and roofed accommodation usage increases significantly in all other seasons.

Roofed shelter is clearly preferred in both winter and spring -- almost 9-in-10 of all person nights during these seasons are spent in commercial roofed accommodation. Alternately, fall seems to be the transition season. There is a significant increase in the proportion of fall person nights spent in commercial roofed accommodation (74%) vis-a-vis summer (52%), but camper nights account for the remaining 1-in-4 autumn nights.

Over the course of the year, hotel and motel rooms¹ are, like the parks themselves, most likely to be filled by Canadian, and especially Albertan visitors. Of all utilized hotel/motel person nights, 6-in-10 are taken by Canadians (4-in-10 Albertans). More than one-quarter of the hotel¹ person nights derive from American tourists in the parks (28%), whereas approximately one-eighth are filled by overseas travellers (13%). These figures are almost identical to the proportion of total person nights accounted for by tourists from each key origin.

¹Includes hotel, motel, resort and lodge facilities.



Like roofed accommodation, utilization of camping facilities closely resembles the distribution of person nights as a whole within various origin groups. There is, however, one notable exception. Person nights spent by Japanese visitors to the parks are quite unlikely to be spent in campgrounds or in the back country.

		Seasonal ¹ Differences By Accommodation Type And Park			
		<u>Summer</u>	<u>Fall</u>	<u>Winter</u>	<u>Spring</u>
<u>Person Nights</u>					
Rocky Mountain National Parks In Total	(6,063.1) ² %	47	9	34	11
Banff	(3,683.3) %	37	10	42	11
Jasper	(1,839.9) %	59	6	23	12
British Columbia Parks	(291.3) %	58	7	29	6
<u>Person Nights Spent In Any Commercial Roofed Accommodation</u>					
Rocky Mountain National Parks In Total	(4,246.5) %	35	9	43	13
Banff	(2,955.3) %	29	9	49	13
Jasper	(1,079.3) %	50	8	26	16
British Columbia Parks	(165.3) %	38	6	51	6
<u>Person Nights Spent In Any Camping Facility</u>					
Rocky Mountain National Parks In Total	(1,388.4) %	81	10	6	4
Banff	(599.7) %	75	16	3	6
Jasper	(545.0) %	81	6	10	3
British Columbia Parks	(123.8) %	85	8	1	5

(Source: Detailed Tables, Volume I, pages 44-5, 13, 21, 43)

¹See Foreword for definition of seasons.

²All bases shown on this table are weighted/projected, in thousands.
See Detailed Tables for actual bases.

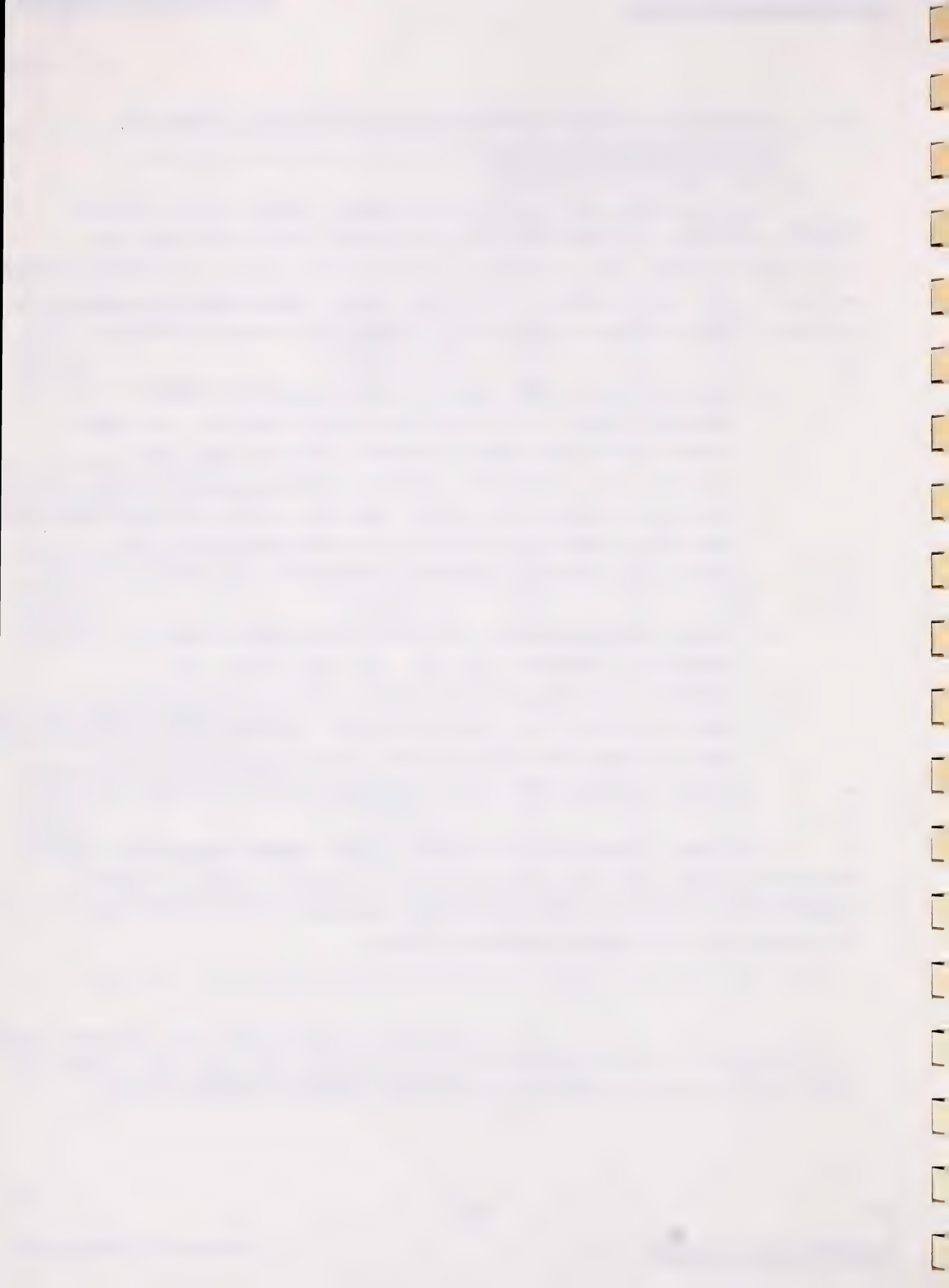
25. Commercial Roofed Accommodation And Camping Nights In Specific Parks By Season

As is evident from the facing table, almost 1-in-2 person nights spent in the Rocky Mountain National Parks occur during the summer season, and a further one-third are spent during the winter¹. The distributions of person nights in Banff and Jasper National Parks deviate significantly from this annual pattern.

- Specifically, fewer than 4-in-10 nights in Banff National Park, or 1.4 million person nights, are spent there during the summer season, whereas more than 4-in-10, or 1.5 million person nights are spent in this park during the winter seasons. This finding is not altogether surprising, given the prominence of winter to overall visitation in Banff (see Section 5).
- Jasper National Park, in turn, displays a very different seasonal pattern. In this park, the majority of person nights occur during the summer season (59% or 1.1 million person nights), but fewer than one-quarter of them take place during the long winter season (23% or 0.4 million person nights).

In terms of the proportions of total nights spent in various seasons, the two British Columbia parks closely resemble Jasper National Park. That is, summer accounts for about twice the proportion of nights as does winter.

¹See Section 8 for a discussion of total person nights by park.



Of all person nights spent in commercial roofed accommodation¹, more were spent during the winter (43%, or 1.8 million) than during the summer (35%, or 1.5 million). These proportions represent something of a reversal from the pattern evident for all person nights -- a reversal that likely reflects the impact of campers on the distribution of person nights across the year.

Not surprisingly, camping nights are largely restricted to the summer season, regardless of park. Of all person nights spent camping in the Rocky Mountain National Parks between June 1987 and June 1988, more than 8-in-10 of them were spent during the summer season. Banff National Park is the only park to attract more than 1-in-10 of its camper nights to a season other than summer. In this park, almost 1-in-6 camper nights occur in the fall. Jasper National Park, on the other hand, has special success in attracting winter camping. Of all person camping nights spent in this park over the year, 1-in-10 took place during the winter.

¹Includes hotel/motel/resort/lodge, commercial cottage/cabin, bed and breakfast facility and youth hostel.

Exhibit 33

Incidence And Type Of Prepaid Expenditures Among Person Visitors ¹ To...						
	<u>Any Park</u>	<u>An Alberta Park</u>	<u>Banff</u>	<u>Jasper</u>	<u>A British Columbia Park</u>	
Actual	(2,351)	(2,270)	(1,738)	(1,325)	(538)	
Weighted/Projected, In Thousands	(4,084.0)	(3,898.6)	(3,167.5)	(1,598.9)	(748.3)	
	‡	‡	‡	‡	‡	
Any Prepaid	13	14	15	18	21	
Package (Only)		6	6	7	10	11
Individual (Only)		6	6	7	6	8
Both Package And Individual		1	1	1	2	2

Incidence And Type Of Prepaid Expenditures Among Person Visitors ² To Any Park In...					
	<u>Summer</u> ³	<u>Fall</u>	<u>Winter</u>	<u>Spring</u>	
Actual	(1,189)	(378)	(390)	(394)	
Weighted/Projected, In Thousands	(1,646.1)	(391.8)	(1,441.5)	(604.6)	
	‡	‡	‡	‡	
Any Prepaid	11	10	17	12	
Package (Only)		6	7	6	6
Individual (Only)		4	3	10	5
Both Package And Individual		1	*	1	2

(Source: Detailed Tables, Volume I, pages 46-1, 7)

¹Spent time, money or went sightseeing in specific park.

²Spent time, money or went sightseeing in at least one of the Rocky Mountain National Parks.

³See Foreword for definition of seasons.

*Less than 0.5‡.

E. EXPENDITURES IN THE ROCKY MOUNTAIN NATIONAL PARKS

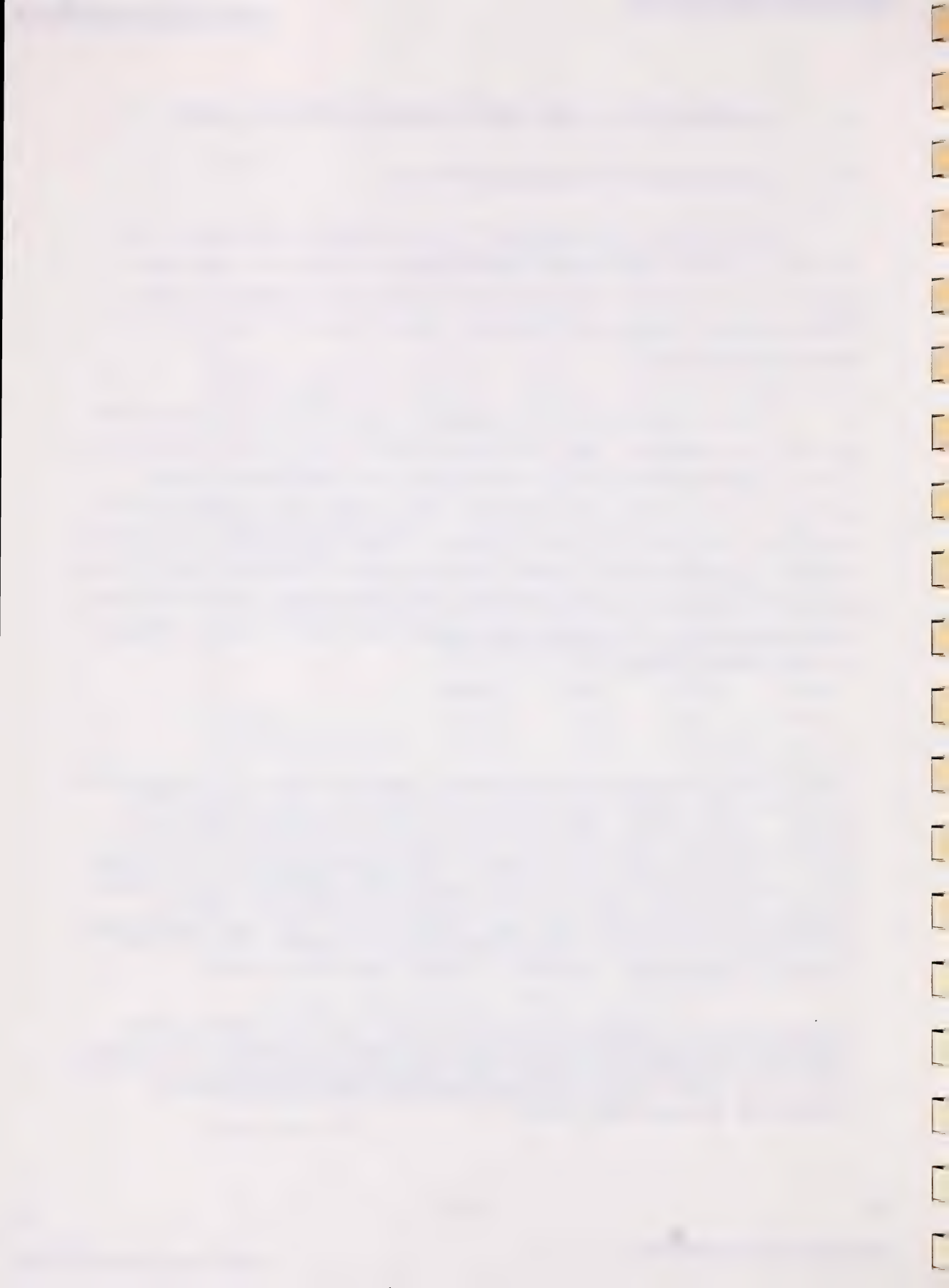
26. Prepaid And Direct Expenditures

Expenditure information in this report represents the sum of prepaid¹ dollars eligible for allocation to the park system and "direct" dollars (items paid for directly by the visitor while in the park system). All figures shown are in Canadian dollars².

While the majority of visitors do not pay in advance for any of the services they use during their stay within the parks (87%), approximately 1-in-7 claim to have prepaid for some portion of the trip that brought them within the boundaries of the Rocky Mountain National Parks. These individuals are almost evenly divided between those who purchase a package (two or more of accommodation, transportation, food/beverages, entertainment, and auto rental) and those who prepay for one of these items on an individual basis.

¹Such items include accommodation, food/beverage, and recreation costs for the number of nights the visitor spent within the parks. Auto rental, for vehicles picked up within the park boundaries are also included as legitimate revenues for the park. Excluded from all prepaid allocations to the park system are transportation costs that brought the visitor to the parks, and the per night cost of other prepaid items for nights covered by the package but not spent within the park boundaries. For details of prepaid allocation rules, please refer to the Technical Appendix, Section A (under separate cover).

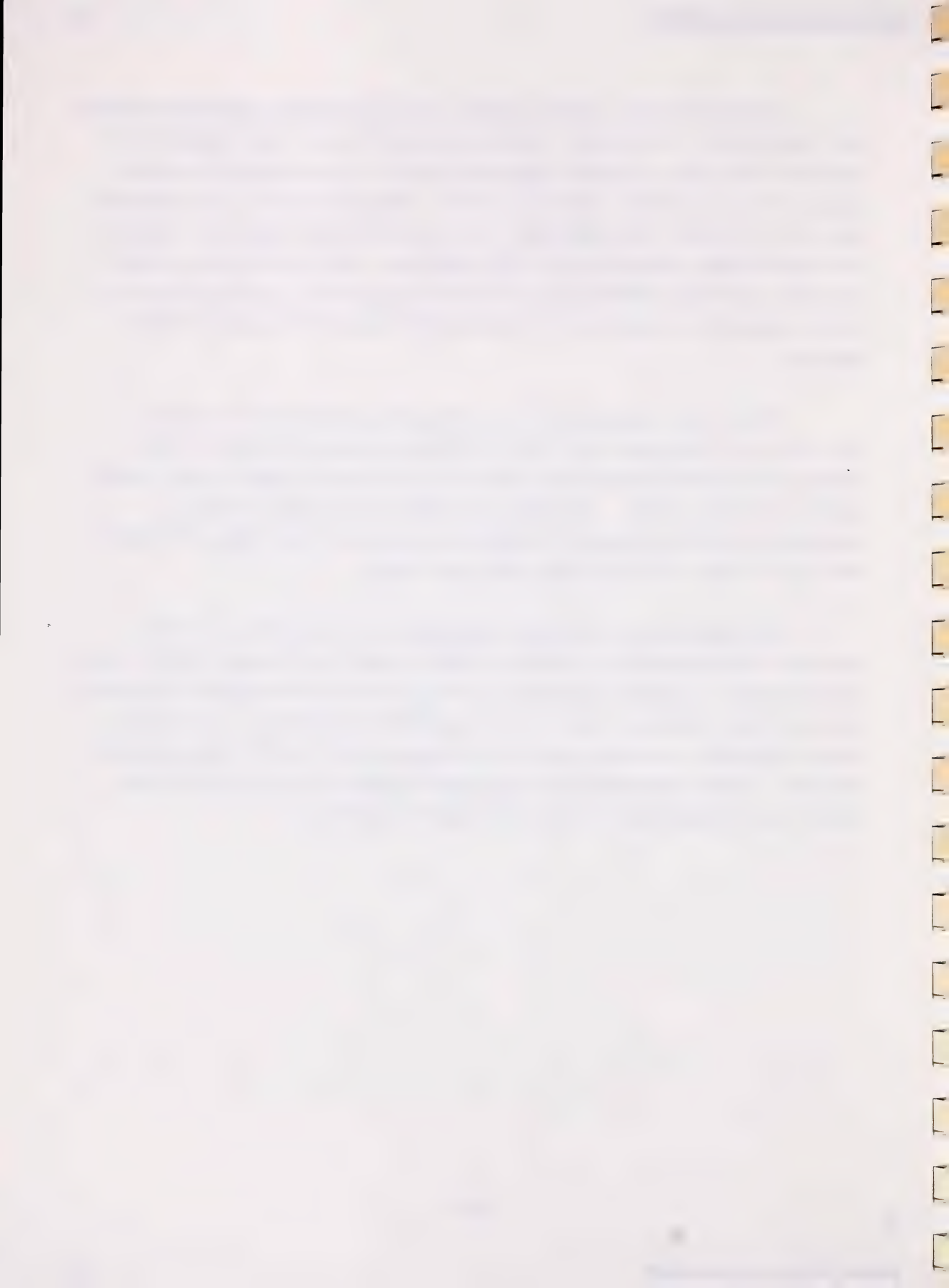
²Conversion of foreign currencies into Canadian dollars was conducted throughout the year-long survey. Exchange rates were monitored on a weekly basis, and the average rate for a calendar month for each foreign currency was applied to interviews conducted during that month.



Interestingly, both Jasper and the British Columbia parks are visited by a slightly higher proportion of individuals who prepaid for some of their expenses prior to entering the park system than is Banff National Park. Seasonal data also suggest that the "winter ski package" has a reasonably dramatic impact on expenditure patterns in this season. Almost 2-in-10 winter visitors to the parks claim to have prepaid for some portion of their expenses, compared to just over 1-in-10 in every other season.

While not unexpected, it is worth noting that charter visitors to the parks are very likely to be coincident with those individuals who have prepaid for some of their trip costs before leaving home. At the same time, more than 6-in-10 visitors with any prepaid expenses arrive in the Rocky Mountain National Parks in a private vehicle (63%).

The majority of prepaid spenders are Canadians (57%), most of whom reside in Alberta (49%), but the United States also contributes a disproportionately high volume of prepaid visitors (14% of all visitors; 30% of all prepaid spenders). Additionally, Japanese visitors are over-represented within the prepaid sector. These individuals represent 1-in-100 visitors to the parks, but constitute 1-in-20 prepaid spenders.



27. Incidence And Proportion Of Expenditure By Category For
The Rocky Mountain National Parks

The initial chapter of this report provides the total expenditures made by visitors to the four Rocky Mountain National Parks, by season and by expense category. In this chapter the following analyses are provided:

- an examination of the incidence of expenditure by category;
- the proportion of total dollars spent in the parks accounted for by each category of expense; and
- average expenditures per category.

The reader is reminded of the high degree of volatility in expenditure estimates by expense category and for all sub-groups within an expense category. While the analysis presented herein respects the information provided by visitors to the Rocky Mountain National Parks, the following expenditure categories and any analysis of them, should be approached with extreme caution:

- Retail Expenditures in total and within sub-groups;
- Recreation/Pleasure Expenditures in total and within sub-groups;
- Conference/Registration Fees in total and within sub-groups;

Exhibit 34

	Total Parks Expenditures In Specific Categories	
	Incidence Of Expenditure ¹	Proportion Of Total Expenditure
Actual	(2,351)	(\$842,538)
Weighted/Projected, In Thousands	(1,625.5)	(\$417,227.4)
	‡	‡
Lodging	40	30
Restaurants	74	30
Retail	46	14
Recreation/Pleasure	40	10
Vehicle Gas/Oil/Repair	47	7
Groceries	38	4
Camping Fees	11	1
Park Entrance/ Licence Fees	56	2
Conference/Convention Fees	3	1
Auto Rental Within Parks	3	1
Transportation Within Parks	5	*

(Source: Detailed Tables, Volume I, pages 52-1/5;
57-1/2)

¹Among party visits (spent time, money or went
sightseeing in at least one of the Rocky Mountain
National Parks).

- Groceries Bought In Stores in total and within sub-groups; and
- Park Entrance/Licence Fees in total and within sub-groups.

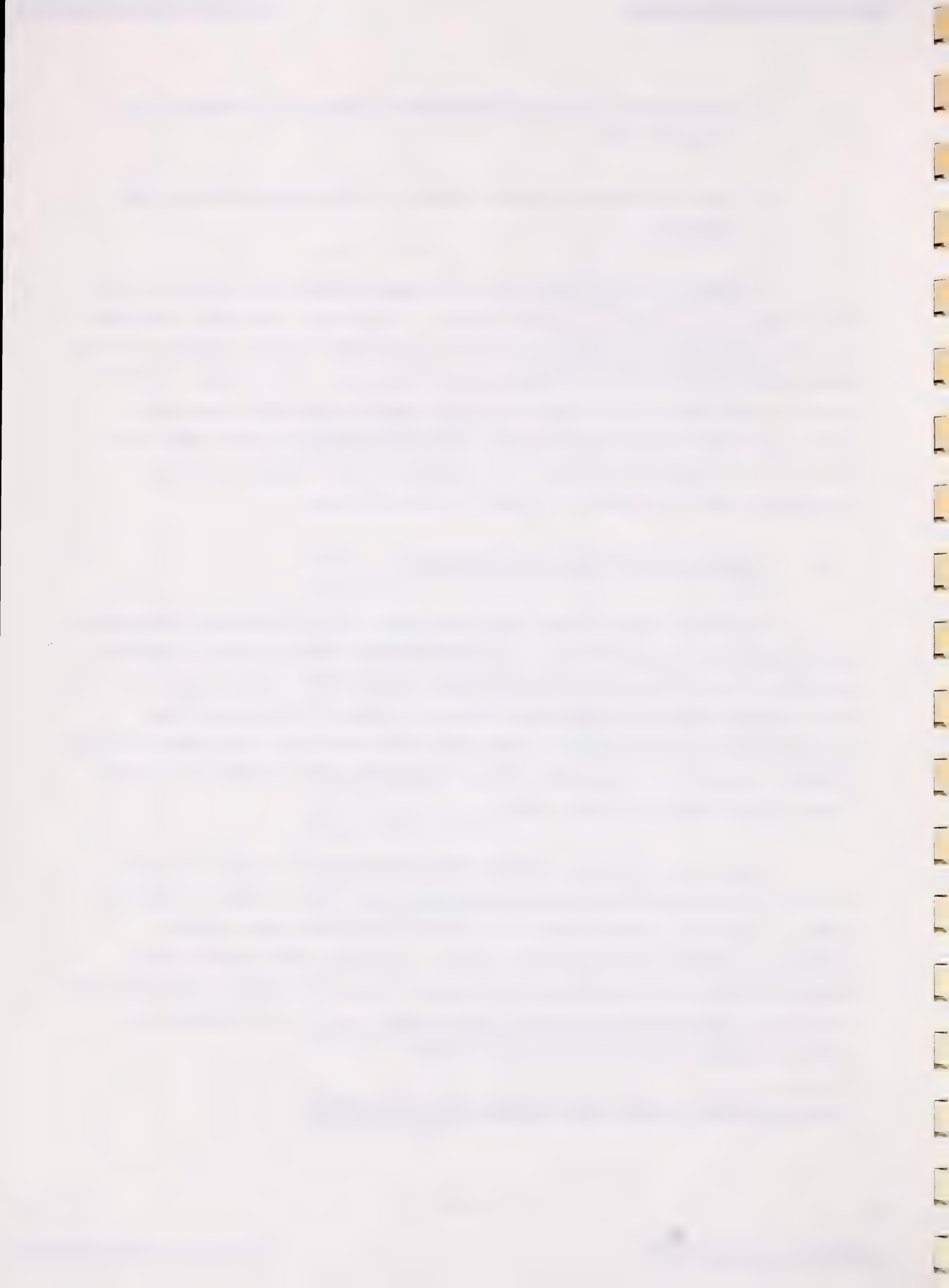
It should be noted that all expenditure information was collected on a "party visit" basis. Incidence figures provided in this section are based on the 1.6 million party visits in the Rocky Mountain National Parks over the year. To retain consistency with most other data in this report, average measures shown in the remaining sections of this chapter have been provided on a "person visitor" or "person night" basis (party averages are available in the detailed tables).

- Incidence of Party Expenditure

Three in every four parties that visit the Rocky Mountain National Parks spend money on food and/or beverages in restaurants within the parks' boundaries, while more than 1-in-2 acknowledge paying a park entrance or other licencing fee. Accommodation expenses are included by more than one-half of all visitor parties, more commonly in the form of "lodging" costs¹ (40%) than camping fees (11%).

Service stations within the parks benefit from almost 1-in-2 visitor parties that purchase gas, oil or have repairs made. The same proportion of visitor parties make retail purchases while in the parks (46%). Grocery stores are the beneficiaries of purchases by almost 4-in-10 visitor parties and a similar proportion purchase day tours, ski lift tickets or other recreational or pleasure items.

¹Includes all commercial roofed accommodation.



Comparatively few parties pay for a rental car within the parks (3%), utilize internal transportation systems such as shuttle buses (5%), or pay convention or conference registration fees (4%).

- Proportion of Total Expenditures

Roofed accommodation (\$127 million) and restaurant meals (\$123 million) account for six out of every ten dollars spent within the Rocky Mountain National Parks over the year. A further 1-in-4 dollars are spent by park visitors on recreation or pleasure (\$43 million) and souvenirs or other retail purchases (\$60 million).

Although almost 1-in-2 visitor parties visit a service station for vehicle maintenance or repairs, the revenue generated is comparatively small (\$27 million) over the year. Because the fees are modest, park entrance or other licence fees are also widely paid (56%) but contribute a minimal amount to the annual revenue in the parks (2%, or \$7 million).

Exhibit 35

	Proportion Of Expenditures In Specific Categories, By Park		
	<u>Banff</u>	<u>Jasper</u>	<u>British Columbia Parks</u>
Weighted/Projected, In Thousands ¹	(\$286,522.3)	(\$112,919.2)	(\$13,400.0)
	‡	‡	‡
Lodging	31	29	27
Restaurants	30	28	29
Retail	15	14	10
Recreation/Pleasure	11	10	6
Vehicle Gas/Oil/Repair	5	9	15
Groceries	4	6	6
Park Entrance/Licence Fees	2	2	4
Camping Fees	1	1	4
Conference/Convention Fees	1	1	*
Auto Rental Within Parks	*	1	*
Transportation Within Parks	*	*	1

(Source: Detailed Tables, Volume I, pages 48-1/2; 49-1/2; 51-1/2)

¹See Detailed Tables for actual bases.

*Less than 0.5%.

28.a) Proportion Of Expenditures In Specific Categories By Park

On a proportional basis, the amount of money spent on individual expense categories in the parks shown on the facing table¹ does not vary substantively. There are, however, indications that:

- vehicle expenses at service stations in Jasper (9% or \$10 million) and the British Columbia parks (15% or \$2 million) are relatively more important contributors to the total expenditures in these parks than is the case in Banff National Park (5% or \$15 million);
- Banff and Jasper National Parks draw roughly the same proportion of total revenue from what might be considered "purely discretionary spending" -- retail and recreation/pleasure items. The British Columbia parks, on the other hand, are less likely to attract their revenues from these types of expenses; and
- camping fees appear to be a more important source of revenue for the British Columbia parks (4% or about \$0.5 million) than they are for either Alberta park. This finding likely reflects the fact that the westerly parks support a disproportionately high number of camper nights relative to the Alberta parks (see Section 24.a).

¹Expenditures were allocated to specific parks according to pre-established rules (see Technical Appendix, Section A). The rules permitted allocations to three geographical areas: Banff National Park, Jasper National Park, and Yoho and Kootenay National Parks as a combined unit. Consequently, these three units are utilized in this analysis.

Proportion Of Total Rocky Mountain National Parks Expenditures In Specific Categories By Season¹

	<u>Summer</u>	<u>Fall</u>	<u>Winter</u>	<u>Spring</u>
Weighted/Projected, In Thousands ²	(\$161,567.2) %	(\$41,334.7) %	(\$151,192.4) %	(\$63,133.1) %
Accommodation	29	31	32	31
Restaurants	26	28	34	31
Retail	15	19	11	18
Recreation/Pleasure	10	4	14	5
Vehicle Gas/Oil/ Repair	9	8	4	6
Groceries	5	3	4	4
Camping Fees	3	1	*	1
Park Entrance/ Licence Fees	2	1	2	2
Conference/Convention Fees	*	4	1	2
Auto Rental Within Parks	1	1	*	1
Transportation Within Parks	*	1	*	1

(Source: Detailed Tables, Volume I, pages 47-5/6)

See Foreword for definition of seasons.
See Detailed Tables for actual bases.

*Less than 0.5%

28.b) Proportion Of Expenditures In Specific Categories By Season

Park visitors exhibit remarkably similar spending patterns across the four seasons of the year. The comparatively few differences in the proportions of total revenue per season spent on specific categories include the following:

- Food and beverage expenditures in restaurants within the Rocky Mountain National Parks constitute a greater proportion of winter expenditure than is the case in any other season. This finding may reflect the fact that meals which can be enjoyed in the outdoors during other seasons -- by both campers and picnickers -- are eaten in restaurants during the cold winter months. This hypothesis is supported by the decline in the relative importance of food and beverages purchased in the parks' grocery stores during the winter;
- Retail expenses appear to be more important while recreation/pleasure expenses are less important to total revenue in both shoulder seasons than is evident for the two peak seasons. The proportional decline in recreational expenditures likely reflects the fact that summer recreational opportunities and winter skiing opportunities are not available to the shoulder traveller. The corresponding increase in retail revenues during the fall in particular may reflect the profile of the fall visitor. As discussed previously, this visitor is apt to be retired, with a particularly high disposable income (see Section 15.b).

Exhibit 37

Average Expenditures For Four
Rocky Mountain National Parks¹

Total Person
Visitors (I)² Total Person
Visitors With
Specific
Expenses (II)³

All Expenses	\$102	\$106
Lodging	\$ 31	\$ 78
Restaurants	\$ 30	\$ 41
Retail	\$ 15	\$ 31
Recreation/Pleasure	\$ 10	\$ 25
Vehicle Gas/Oil/ Repair	\$ 7	\$ 14
Groceries	\$ 4	\$ 12
Camping Fees	\$ 1	\$ 10
Park Entrance/ Licence Fees	\$ 2	\$ 3
Conference/ Convention Fees	\$ 1	\$ 28
Auto Rental Within Parks	*	\$ 16
Transportation Within Parks	*	\$ 7

(Source: Detailed Tables, Volume I, pages 52-1/5)

¹See Detailed Tables for actual and weighted bases.

²Average I = Average calculated on total person visitors to parks.

³Average II = Average calculated on person visitors who spent money on the specific expenditure category.

29. Average Expenditures, By Category, For The Rocky Mountain National Parks -- An Overview

This, and the subsequent sections in this chapter, provide information on the average expenditure made by park visitors¹. These averages can be presented in several ways. The two provided in this report are described below:

- Average I is calculated on all person units (visitors, nights, etc.), regardless of whether the individual reported any expenditure for the specific expenditure category.

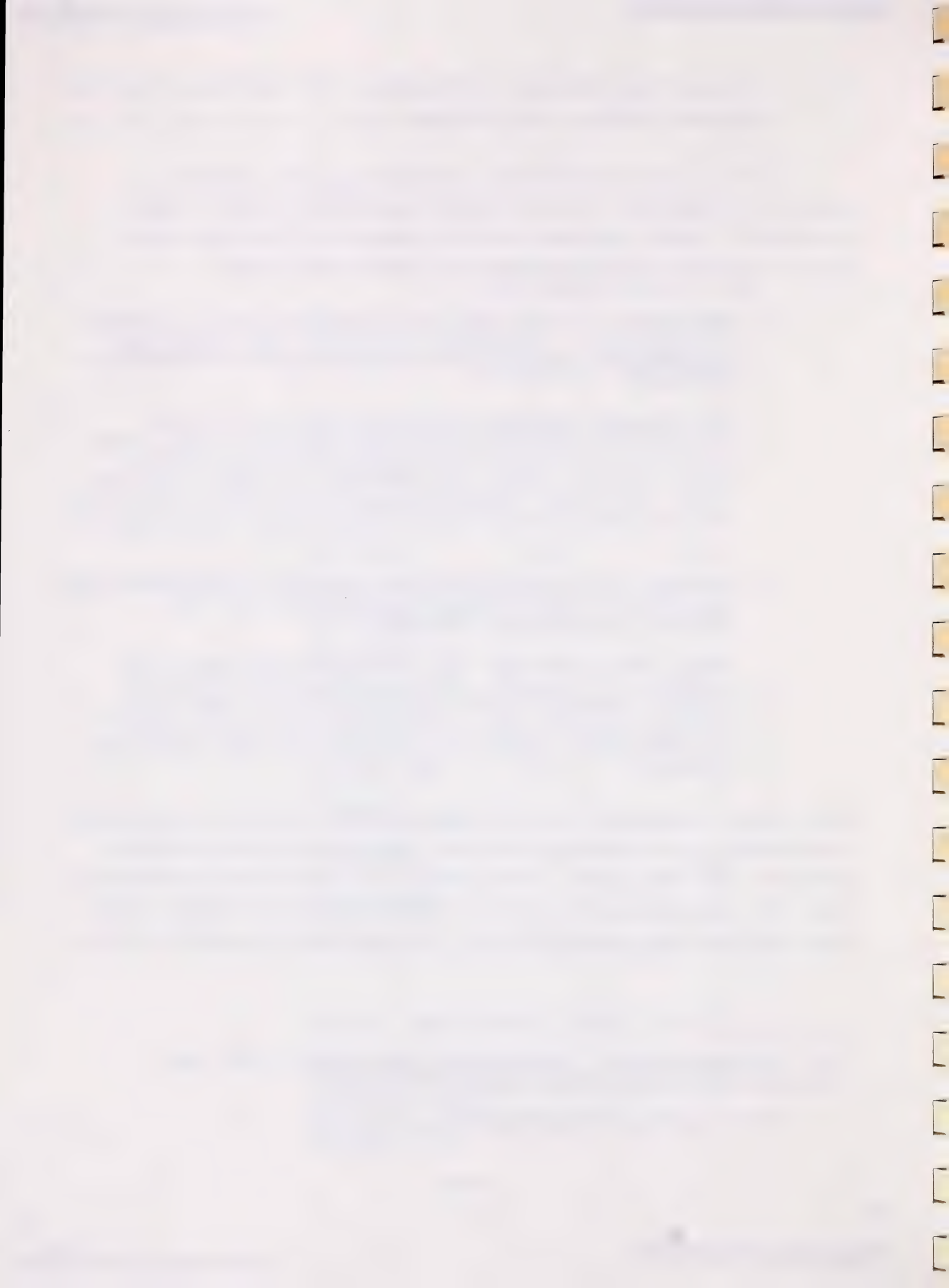
For example, Average I lodging costs per visitor provides the average amount spent by every man, woman and child who visited the Rocky Mountain National Parks, even if they were same-day or camper visitors (i.e., the total lodging expenditures for all visitors to the parks divided by the total number of visitors).

- Average II is calculated only on those individuals who reported or were assigned expenditures for the specific expenditure category.

This figure provides the average amount spent for lodging, for example, among visitors who incurred lodging expenses within the parks (i.e., the total lodging expenditures for all visitors to the parks divided by the number of visitors who spent money on lodging).

Both types of averages are utilized in this analysis, since each contributes to an understanding of current and future revenue potential for the parks. For example, it could be important to know the average amount spent on roofed accommodation by those who utilized such accommodation. It may also be useful to know

¹On a "person" basis. Averages for the "party unit" are available in the Detailed Tables, Volume I.



that the parks obtain a particular dollar amount in retail spending for every individual who visits the Rocky Mountain National Parks.

● **Average I -- Total Parks Visitors**

Each of the 4.1 million people who visited the Rocky Mountain National Parks spends, on average, more than \$100 in the parks system¹. Visitors entering the parks by modes other than private vehicles, and those who live outside Canada spend more money, on average, during their park stay than do private vehicle, and Canadian visitors².

Exhibit 38

All Visitors	\$102
Charter Visitors	\$341
Bus/Train Visitors	\$340
Private Vehicle Visitors	\$ 83
American Visitors	\$194
Overseas Visitors ³	\$258
Japanese Visitors	\$350
Canadian Visitors	\$ 76

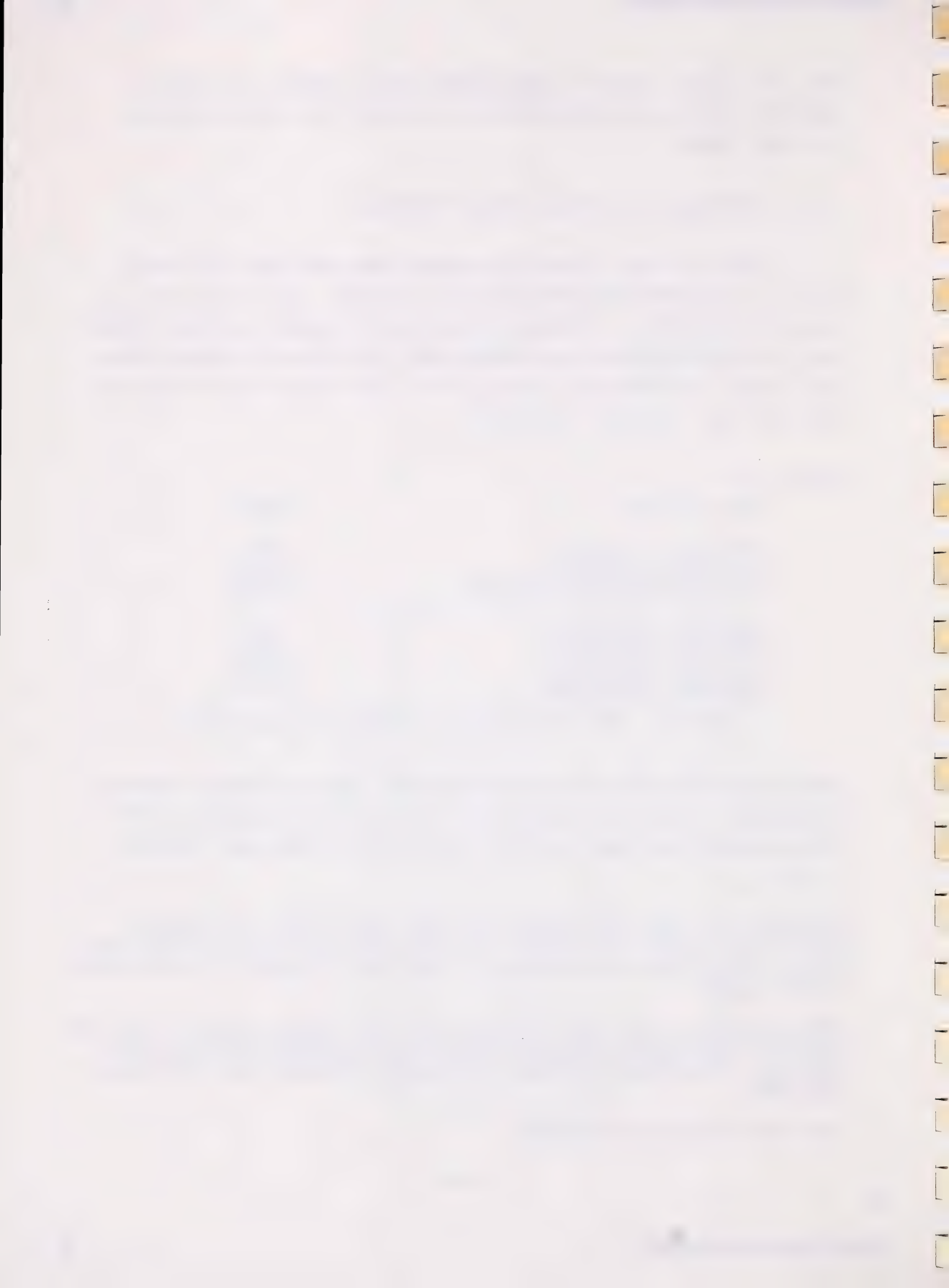
(Source: Detailed Tables, Volume I, page 52-7)

These findings are not surprising given that visitors entering by charter motorcoach, scheduled bus and train service, and those coming from the United States and overseas are almost

¹Expenditure data were collected for the travel or vehicle party, as a unit. To obtain expenditures per person, the total party expenditure was divided by the total number of individuals in the party.

²Small sample sizes in the following sub-groups require that the average expenditure figures shown be interpreted with extreme caution: scheduled bus/train visitors, overseas and Japanese visitors.

³Includes Japanese visitors.



exclusively overnight visitors. As such, their park stay is longer than the private vehicle visitor or Canadian (commonly a same-day visitor) and as a result, they almost inevitably incur lodging expenses -- a key contributor to overall spending in the parks.

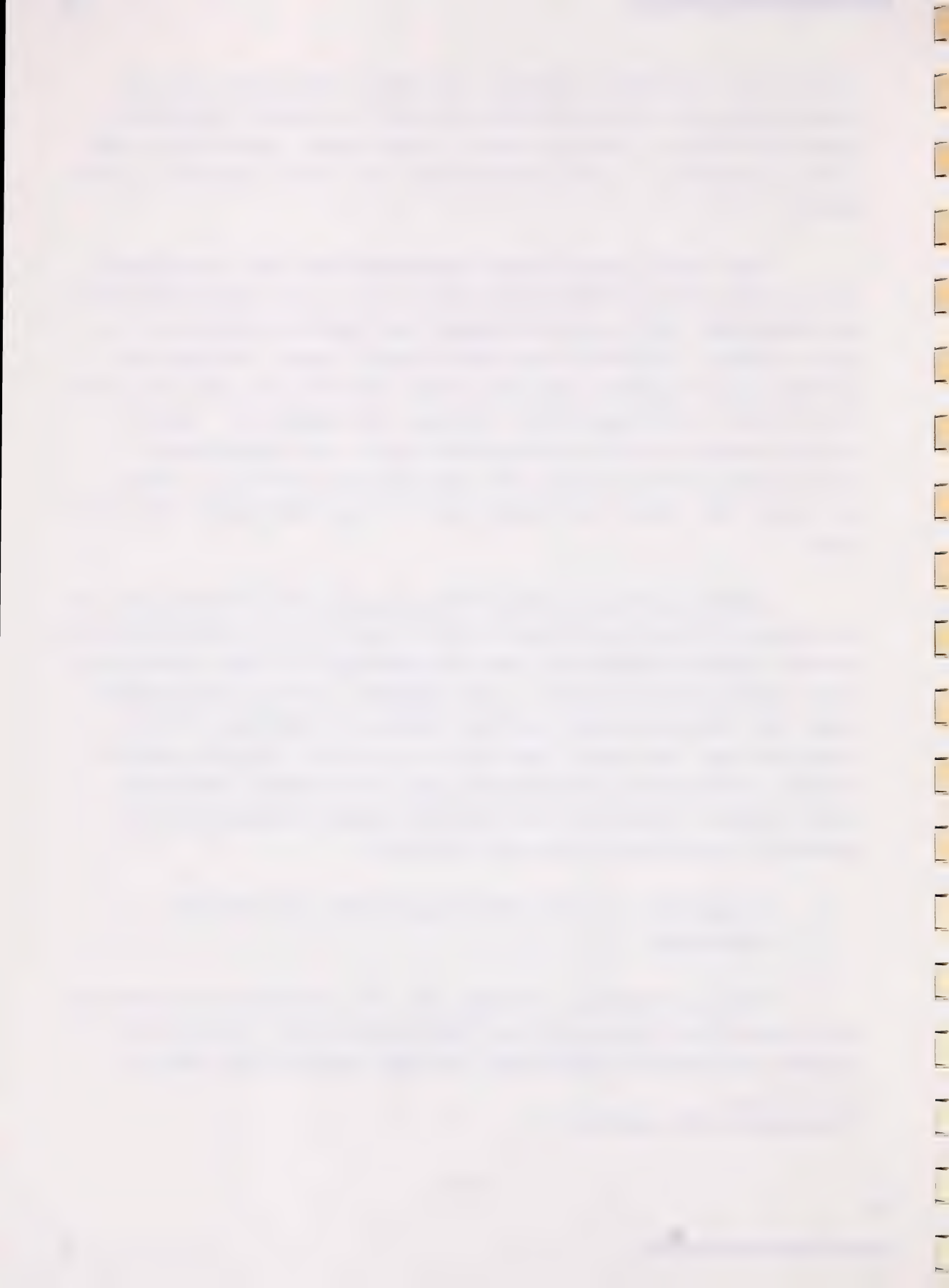
When total expenditures are broken down into components, it is clear that roofed accommodation (\$31) and restaurant meals and beverages (\$30) are the highest per capita expenses for a park visitor. Souvenirs and other retail items, followed by recreational expenses also constitute significant cost items for the visitor, and significant revenues for merchants. Retail establishments collect approximately \$15, and recreational facilities receive revenues of about \$10 for each man, woman, and child who visits the Rocky Mountain National Parks over the year.

Service stations within the parks benefit from tourism in the parks at the rate of seven dollars per capita, while grocery stores collect receipts in the neighbourhood of four dollars per park visitor over the year. Via entrance, licence and camping fees, the Canadian Parks Service receives an average of about three dollars for every individual who visits the park system, whereas conference or convention fees, auto rental establishments within the parks, and internal transportation services generate one dollar or less per visitor¹.

- **Average II -- Total With Expenditures In Specific Categories**

Not surprisingly, averages for all expenditure categories are higher when based only on those visitors who incurred the expense (Average II) than they are when based on the entire

¹Interpret with caution.



visitor population (Average I). Thus, during the entire stay within the Rocky Mountain National Parks, each individual who spends money on roofed accommodation increases the parks' revenue by an average of \$78 (see subsequent sections of this chapter for averages based on person nights). In this "user" context, restaurants benefit at the rate of about \$40 per person visit to the park system, while merchants and vendors obtain about \$30 from each visitor during his or her stay in the parks. Providers of recreational services sell an average of \$25 worth of their products to each buyer.

Each service station user leaves almost \$15 in the parks' stations during the visit, whereas grocery store users spend somewhat less at the cash register (\$12). Each camper within the parks contributes \$10 in camping fees, while those who report paying park entrance or other licence fees pay substantially less (\$3).

Although the "user" cost on a per capita basis is relatively high, caution should be exercised in interpreting figures for conference/convention fees (\$28), auto rental within the parks (\$16), and internal transportation costs (\$7) because the number of "spenders" in each of these categories is relatively small.

**Average Expenditures Per Night/Same-Day
Visit For Four Rocky Mountain National
Parks¹**

	Total Per Person Nights/Day Trips (I) ²		Per Person Night/ Day Trip For Those With Specific Expenses (II) ³	
	Per Night \$	Per Day Trip \$	Per Night \$	Per Day Trip \$
All Expenses	\$66	\$19	\$67	\$20
Lodging	\$22	N/A	\$30	N/A
Restaurants	\$19	\$ 6	\$23	\$10
Retail	\$ 9	\$ 3	\$13	\$13
Recreation	\$ 6	\$ 3	\$10	\$12
Vehicle/Gas/Oil	\$ 3	\$ 4	\$ 6	\$11
Groceries	\$ 3	\$ 1	\$ 5	\$ 5
Camping Fees	\$ 1	N/A	\$ 4	N/A
Park Entrance/Licence	\$ 1	\$ 1	\$ 1	\$ 2
Conference/ Convention	\$ 1	-	\$ 8	-
Auto Rental In Parks	*	-	\$ 4	-
Transportation In Parks	*	*	\$ 2	\$29

(Source: Detailed Tables, Volume I, pages 95-1/6; 101-1/6)

¹See Detailed Tables for actual and weighted bases.

²Average I = Average calculated on total person visitors to parks.

³Average II = Average calculated on person visitors who spent money on the specific expenditure category.

*Less than \$0.50.

30. Average Expenditures Per Night And Per Same-Day Visit, By Category, For The Rocky Mountain National Parks

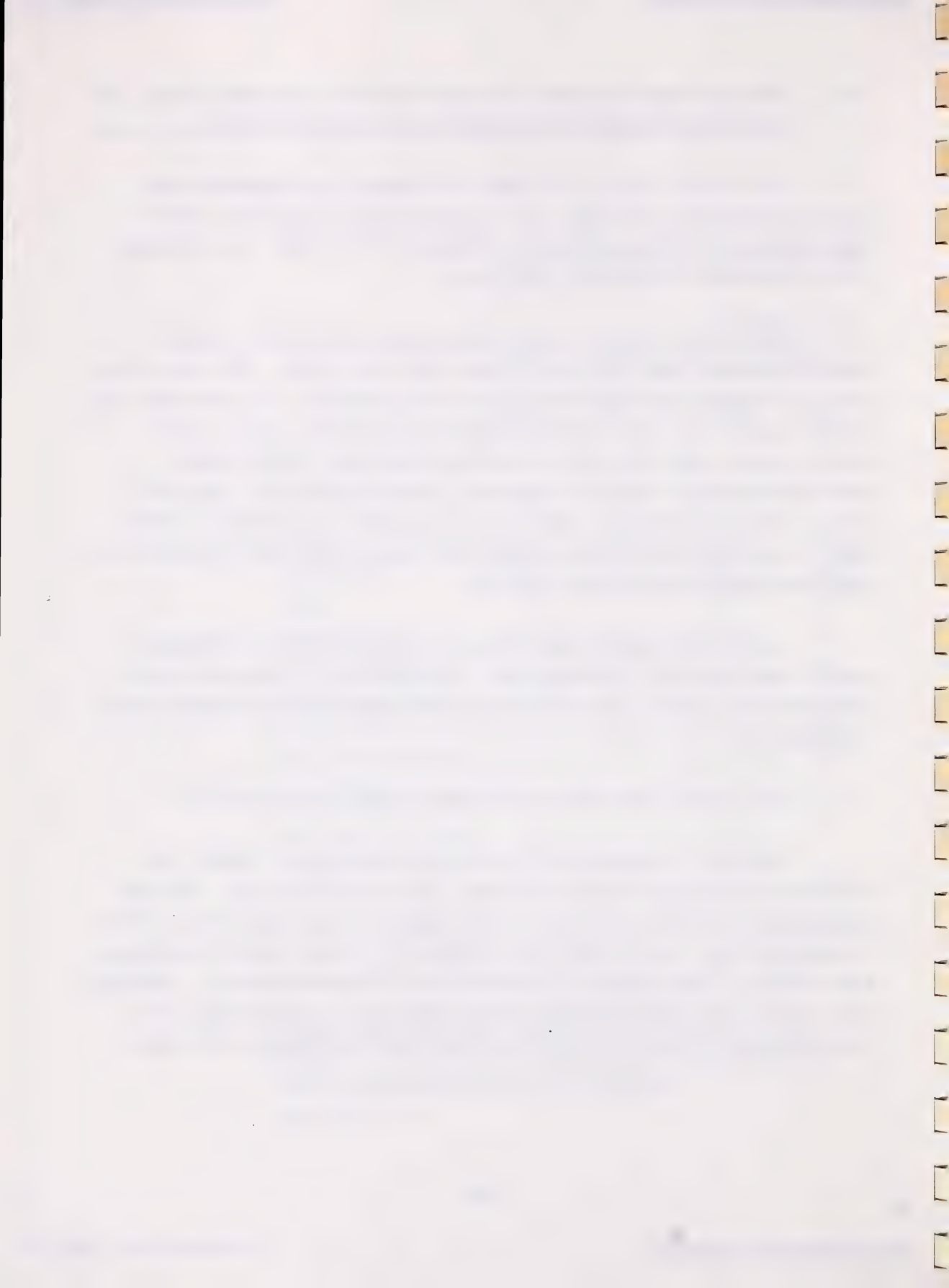
The facing table provides the average per person per night expenditure and the average per same-day person visit expenditure for each category (Average I -- total, and Average II -- spenders within the category).

Each night spent in the park system by each visitor generates more than \$65 in revenue for the parks. The same-day visitor spends less than one-third this amount, or about \$20 per person visit. To put these averages in context, the reader might recall that the Rocky Mountain National Parks hosts approximately 1.8 million same-day person visitors, and more than 6 million person nights over the year. In effect, therefore, overnight visitors account for more than ninety percent of visitor expenditure in the parks.

In the following analysis, averages based on category users (Average II) are examined. Subsequently, comments are offered about total overnight and same-day average expenditures (Average I).

- **Per Night Costs Among Category Users (Average II)**

Lodging in commercial roofed accommodation costs the overnight traveller about \$30 per night (per person). In the course of a 24-hour day, he or she spends a further \$23 on food in restaurants, more than ten dollars (\$13) on retail purchases, and slightly less (\$10) on recreation or entertainment. Keeping the vehicle in good working order requires an additional six dollars among those who use service stations within the parks.



The camper enjoys considerably smaller accommodation costs than does the overnight person visitor who uses roofed facilities. On a per night basis, the camper expends less than five dollars in camping fees.

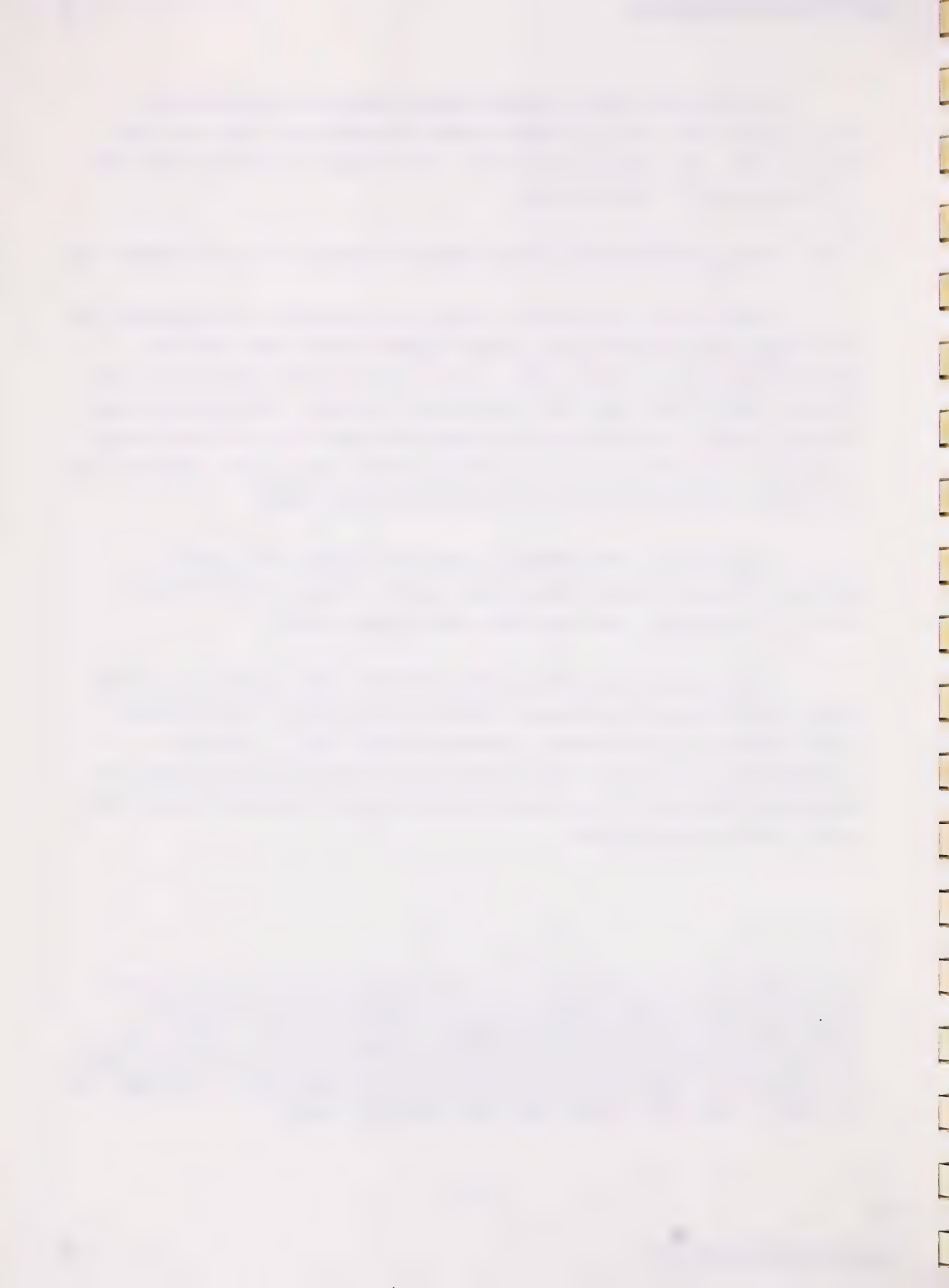
● Per Same-Day Trip Costs Among Category Users (Average II)

Every same-day person visitor who utilizes restaurants in the Rocky Mountain National Parks spends about ten dollars during the course of the day. This constitutes about one-half the corresponding cost for overnight visitors. The differences between these costs may derive from the fact that the same-day traveller consumes one or two meals within the parks whereas the overnight visitor is more likely to consume three.

Conversely, the same-day person visitor who uses a service station within the parks spends almost twice as much (\$11), on average, as does the overnighter (\$6)¹.

The receipt at the grocery store's cash register is the same for the same-day person visitor as it is for each daily visit made by an overnight person visitor (\$5). Average expenditures for other categories for same-day person visitors should be viewed with extreme caution given the small base sizes used in the calculations.

¹The overnighter's average is calculated on a per night basis. It is quite unlikely that he or she would utilize service stations once during each day spent in the parks. Given that the average number of nights spent in the parks by overnighters is between two and three, the overnight figure likely represents one stop at a service station during the park stay. As such, it is quite similar to the same-day visitors' cost.



● **Per Night/Same-Day Costs Among All Visitors (Average I)**

The hospitality industry within the parks clearly benefits from the presence of overnight visitors. Not only does each individual who spends a night within the park boundaries pay more than \$20 nightly for roofed accommodation, but he or she is also likely to spend appreciably more in the parks' restaurants (\$19), shops (\$9) and entertainment/recreation facilities (\$6) each day (night) than is the same-day visitor.

Exhibit 40

Average¹ Total Expenditures, By Park

	Banff National Park	Jasper National Park	British Columbia National Parks
Weighted/Projected In Thousands ²	(\$286,522.3) \$	(\$112,919.2) \$	(\$13,400.0) \$
Total Park Stay (All Visitors)	\$91	\$71	\$18
Per Person Per Night (All Person Nights)	\$74	\$58	\$42
Per Same-Day Visitor (All Same-Day Visitors)	\$19	\$16	\$ 7

(Source: Detailed Tables, Volume I, pages 53-1, 54-1, 56-1, 96-1, 97-1, 99-1, 101-1, 102-1)

¹Average I = Average based on total.

²See Detailed Tables for actual and weighted bases. Figures shown are total expenditures allocated to specific parks.

31.a) Total Average Expenditure By Park

Each individual who spends time, money or goes sight-seeing within Banff National Park contributes over \$90 to this park. The corresponding figure for Jasper National Park is considerably lower, at about \$70 per visitor. The high proportion of "secondary visitors"¹ in the British Columbia parks likely contributes to the relatively low average dollar cost per visitor in these parks (\$18).

Each person night spent in Banff National Park contributes \$74 toward the \$287 million generated by this park over the year. In Jasper, a person night contributes almost \$60 toward the \$113 million in total annual revenue, while in the British Columbia parks, the equivalent figure is \$42.

Same-day person visitors make considerably smaller per-day contributions to the overall revenue for individual parks. In Banff, these visitors leave an average of \$20 within the park at the end of a day visit. The figure is slightly lower for Jasper (\$16), and considerably lower within the two British Columbia parks (\$7).

¹The allocation rules for assigning dollars to specific parks require that dollars be allocated on the basis of nights spent. A same-day visitor to a British Columbia park who spends nights in either Banff or Jasper National Park will have all his/her expenditures allocated to the appropriate Alberta park (on a per night basis). A high proportion of British Columbia parks visitors spend no nights in these parks, but do spend nights in an Alberta park. The rules require that no funds be allocated to Yoho or Kootenay for these same-day visitors.

	Average ¹ Total Expenditures, By Season ²			
	<u>Summer</u>	<u>Fall</u>	<u>Winter</u>	<u>Spring</u>
Weighted/ Projected, In Thousands ³	(\$161,567.2)	(\$41,334.7)	(\$151,192.4)	(\$63,133.1)
	\$	\$	\$	\$
Total Park Stay (All Visitors)	\$98	\$105	\$106	\$104
Per Person Per Night (All Person Nights)	\$53	\$ 72	\$ 77	\$ 85
Per Same-Day Visitor (All Same-Day Visitors)	\$17	\$ 22	\$ 18	\$ 22

(Source: Detailed Tables, Volume I, pages 52-13; 95-14; 100-1)

¹Average I - Average based on total.

²See Foreword for definition of seasons.

³See Detailed Tables for actual and weighted bases. Figures shown are total expenditures for each season.

31.b) Total Average Expenditure By Season

Although it has the highest level of visitation, and makes the most sizeable contribution to the overall value of tourism within the Rocky Mountain National Parks (\$162 million), the summer season generates lower average expenditures per visitor and per visitor night than does any other season.

On average, each summer visitor provides the Rocky Mountain National Parks with just under \$100 in revenue. This visitor, were he or she to come to the parks during the winter, would leave slightly more (\$106). On a per person per night basis, the differences between these two peak seasons become even more pronounced. Despite the decrease in room rates during seasons other than the summer, the winter overnight person visitor spends an average of \$77 per night in the parks while the corresponding summer visitor spends only \$53.

This finding is undoubtedly related to the influence of campers during the summer. Since roofed lodging and restaurant meals contribute so heavily to a visitor's total expenditures, any reduction in these costs is bound to have a lowering effect on the averages. The impact of campers is absent from the average same-day costs, and as is evident from the facing table, these figures remain relatively stable over the four seasons.

Exhibit 42

	Average ¹ Total Expenditures, By Place Of Residence		
	<u>Canada</u>	<u>U.S.A.</u>	<u>Japan</u>
Weighted/Projected In Thousands ²	(\$246,834.6) \$	(\$111,365.2) \$	(\$17,977.0) \$
Total Park Stay (All Visitors)	\$76	\$194	\$350
Per Person Per Night (All Person Nights)	\$64	\$ 69	\$121

(Source: Detailed Tables, Volume I, pages 52-7, 95-7)

¹Average I = Average based on total.

²See Detailed Tables for actual and weighted bases. Figures shown are total expenditures for each origin group.

31.c) Total Average Expenditure By Place Of Residence

When average expenditures are examined by the place of origin of the visitor, it is clear that domestic tourists spend considerably less per person than do those who come from the United States or Japan. The disparity between the \$76 average cost per Canadian visitor to the Rocky Mountain National Parks and the \$194 figure for Americans is explained, in part, by the preponderance of same-day visitors among the domestic portion of the market. The Canadians who do spend nights within the park system are not dissimilar from their American counterparts -- each of these tourists spends between \$60 and \$70 per night in the parks.

The sizeable spread between the average overnight cost per North American tourist and the cost per Japanese tourist (\$121) does not reflect major differences in key expenditure items such as lodging or restaurant meals. Instead, it reflects the very substantial retail purchases made by Japanese visitors, perhaps due to the Japanese tradition of omiyage (bringing home souvenirs and gifts to a large group of friends and relatives). The Canadian overnight tourist will spend about \$7 per person per night on retail merchandise. At another cash register, an American will be paying about \$10, while the Japanese tourist is spending almost \$65 (per person per night).

Exhibit 43

**Average Expenditures For Lodging And
Restaurant Food And Beverages, By
Park**

	<u>Banff National Park</u>	<u>Jasper National Park</u>	<u>British Columbia National Parks</u>
Weighted/Projected In Thousands ¹	(\$286,522.3)	(\$112,919.2)	(\$13,400.0)
	\$	\$	\$

**Average I
(Based On Total)**

Lodging

Per Visitor	\$28	\$21	\$ 5
Per Night	\$25	\$18	\$13

**Food And Beverages
Purchased In Restaurants**

Per Visitor	\$28	\$20	\$ 5
Per Night	\$22	\$16	\$12
Per Same Day Trip	\$ 6	\$ 4	\$ 2

**Average II
(Based On Visitors With
Specific Expenditure)**

Lodging

Per Visitor	\$70	\$57	\$33
Per Night	\$32	\$27	\$21

**Food And Beverages
Purchased In Restaurants**

Per Visitor	\$38	\$31	\$22
Per Night	\$25	\$21	\$16
Per Same-Day Trip	\$11	\$ 7	\$12

(Source: Detailed Tables, Volume I, pages 53-1/2; 54-1/2, 56-1/2; 96-1/2; 97-1/2; 99-1/2; 101-2; 102-2; 104-2)

¹See Detailed Tables for actual and weighted bases. Figures shown are total expenditures allocated to each park.

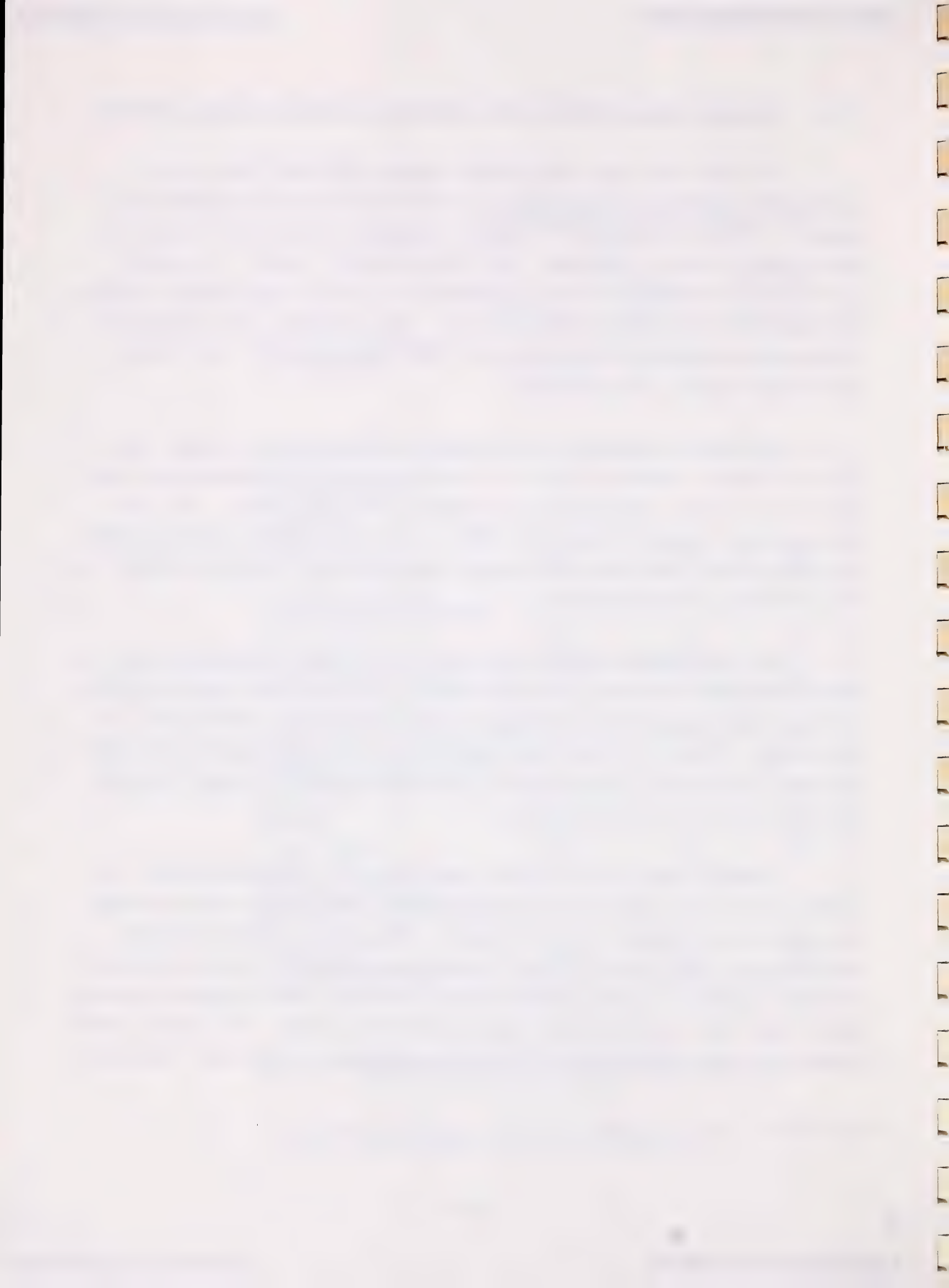
32.a) Average Expenditures For Lodging And Restaurants By Park

In this and the subsequent three sections, the most prominent expenditure categories are examined within park and season. These categories include lodging, restaurant food and beverages, retail expenses, and recreational costs. Averages provided are based on total (Average I) and on "spenders" within the specific category (Average II). For lodging and restaurant food and beverages, Average II is the more salient, and therefore the subject of analysis.

The Banff National Park visitor spends more money, per capita and per person night, on lodging and in restaurants than does his or her counterpart in Jasper National Park. In turn, the average expenditures for these items are higher among Jasper visitors than they are for person visitors and visitor nights in the British Columbia parks.

The per person per night cost for roofed accommodation in Banff National Park is just over \$30, and each overnight visitor to this park spends an average of \$70 on shelter during his or her stay. These figures are consistent with the average length of stay in Banff. On average, the visitor to this park spends between two and three nights.

Hotels and other roofed accommodation establishments in Jasper National Park generate just under \$60 from every visitor who pays for shelter in this park. This "per visit" average converts to less than \$30 per person per night. In the British Columbia parks, on the other hand, a visitor will leave slightly more than \$30 in the parks' accommodation sector, and will spend about \$20 per person per night to be housed in Yoho or Kootenay.



The disparities between Banff and Jasper National Parks are not as great with respect to restaurant costs as they are for accommodation. In fact, on a person night basis, the Banff overnighiter spends an average of \$25 on meals per day -- a figure almost on par with the Jasper overnighiter (\$21).

Same-day person visitors (who purchase food or beverages in restaurants) in Banff spend just over \$10 on restaurant meals during the course of the day. This figure is somewhat higher than that evident for the corresponding Jasper visitor, and about the same as the same-day person visitor to a British Columbia park.

Exhibit 44

**Average Expenditures For Retail And
Recreation/Pleasure, By Park**

	<u>Banff National Park</u>	<u>Jasper National Park</u>	<u>British Columbia National Parks</u>
Weighted/Projected In Thousands ¹	(\$286,522.3)	(\$112,919.2)	(\$13,400.0)
	\$	\$	\$

**Average I
(Based On Total)**

Retail

Per Visitor	\$13	\$10	\$ 2
Per Night	\$11	\$ 8	\$ 5
Per Same-Day Trip	\$ 3	\$ 3	*

Recreation/Pleasure

Per Visitor	\$ 9	\$ 7	\$ 1
Per Night	\$ 7	\$ 6	\$ 2
Per Same-Day Trip	\$ 4	\$ 2	*

**Average II
(Based On Visitors With
Specific Expenditure)**

Retail

Per Visitor	\$27	\$22	\$14
Per Night	\$14	\$12	\$11
Per Same-Day Trip	\$11	\$11	\$ 5

Recreation/Pleasure

Per Visitor	\$22	\$20	\$ 6
Per Night	\$11	\$11	\$ 4
Per Same-Day Trip	\$12	\$ 9	\$ 4

(Source: Detailed Tables, Volume I, pages 53-1/6; 54-1/6, 56-1/6; 96-1/6; 97-1/6; 99-1/6; 101-1/6, 102-1/6; 104-1/6)

¹See Detailed Tables for actual and weighted bases. Figures shown are total expenditures allocated to each park.

*Less than \$0.50.

32.b) Average Expenditures For Retail And Recreational Expenses, By Park

Every visitor in Banff National Park buys more than \$10 worth of retail merchandise over the course of his or her stay in this park (Average I). The data on the facing table clearly suggest that retail expenditure is higher, on average, for the overnight visitor (per night -- \$11) than it is for the person who enters and leaves the park on the same day (\$3). Recreation or pleasure related expenses are also higher among overnights (\$7 per person per night) than among same-day visitors (\$4).

The situation in Jasper National Park closely parallels that in Banff, although the average amount a visitor spends on retail purchases would appear to be slightly lower in the more northern park. Compared to Banff and Jasper National Parks, the British Columbia parks generate minimal retail and recreation revenue on a per capita visitor basis.

When average expenditures for retail and recreation are examined among visitors who claimed to incur these costs (Average II), the findings indicate that the costs per person and per person night are quite similar between the two Alberta parks. Again, the revenue generated by Yoho and Kootenay parks on a per capita or per night basis among spenders in the respective categories is noticeably lower for both retail and recreational expenses than is the case in the Alberta parks.

Exhibit 45

Average Expenditures For Lodging And Restaurant Food And Beverages, By Season¹

	<u>Summer</u>	<u>Fall</u>	<u>Winter</u>	<u>Spring</u>
Weighted/Projected, In Thousands ²	(\$161,567.2)	(\$41,334.7)	(\$151,192.4)	(\$63,133.1)
	\$	\$	\$	\$

**Average I
(Based On Total)**

Lodging

Per Visitor	\$28	\$32	\$33	\$33
Per Night	\$17	\$24	\$26	\$29

Food And Beverages

Purchased In Restaurants

Per Visitor	\$25	\$29	\$35	\$32
Per Night	\$13	\$19	\$26	\$25
Per Same-Day Trip	\$ 5	\$ 8	\$ 5	\$ 8

**Average II
(Based On Visitors
With Specific
Expenditures)**

Lodging

Per Visitor	\$90	\$80	\$64	\$94
Per Night	\$29	\$32	\$30	\$34

Food And Beverages

Purchased In Restaurants

Per Visitor	\$38	\$39	\$42	\$48
Per Night	\$19	\$22	\$28	\$28
Per Same-Day Trip	\$10	\$13	\$ 8	\$16

(Source: Detailed Tables, Volume I, pages 52-13/18; 95-14/20; 100-1/6)

¹See Foreword for definition of seasons.

²See Detailed Tables for actual and weighted bases. Figures shown are total expenditures for each season.

33.a) Average Expenditures For Lodging And Restaurants By Season

Generally speaking, the summer visitor generates slightly less revenue per capita for the parks' accommodation and restaurant establishments than does his or her counterpart in any other season. When based on all visitors or all person nights spent in the respective seasons (Average I), the impact of camping on lodging and restaurant spending seems to be in evidence. Each person visitor in the parks during the summer signifies almost \$30 in revenue for roofed accommodation establishments, and \$25 for restaurants. In the winter, the per capita rate is marginally higher for lodging (\$33), but appreciably higher for restaurant meals (\$35). Same-day visitors spend an average of between five and eight dollars on restaurant meals, regardless of season.

When assessed on a per person per night basis among those visitors who claimed to have the respective expenses, the amount of revenue generated for food and lodging is also essentially the same across the seasons. At the same time, when lodging averages are calculated on all overnight person visitors, the winter overnighiter's stay in the parks costs noticeably less (\$64) than is the case in the summer (\$90), likely because the visit is a somewhat longer one in the warmer months (see Section 22.b).

Exhibit 46

**Average Expenditures For Retail And Recreation/
Pleasure**

	<u>Summer</u> ¹	<u>Fall</u>	<u>Winter</u>	<u>Spring</u>
Weighted/Projected, In Thousands ²	(\$161,567.2)	(\$41,334.7)	(\$151,192.4)	(\$63,133.1)
	\$	\$	\$	\$

**Average I
(Based On Total)**

Retail

Per Visitor	\$15	\$20	\$11	\$18
Per Night	\$ 8	\$13	\$ 8	\$15
Per Same-Day Trip	\$ 3	\$ 6	\$ 2	\$ 5

Recreation/Pleasure

Per Visitor	\$10	\$ 4	\$15	\$ 5
Per Night	\$ 5	\$ 3	\$10	\$ 4
Per Same-Day Trip	\$ 2	\$ 1	\$ 7	\$ 2

**Average II
(Based On Visitors
With Specific
Expenditures)**

Retail

Per Visitor	\$30	\$35	\$25	\$45
Per Night	\$11	\$17	\$13	\$20
Per Same-Day Trip	\$11	\$16	\$ 8	\$21

Recreation/Pleasure

Per Visitor	\$23	\$13	\$36	\$12
Per Night	\$ 8	\$ 6	\$17	\$ 6
Per Same-Day Trip	\$ 8	\$ 4	\$22	\$ 5

(Source: Detailed Tables, Volume I, pages 52-13/18; 95-14/20;
100-1/6)

¹See Foreword for definition of seasons.

²See Detailed Tables for actual and weighted bases. Figures shown are total expenditures for each season.

33.b) Average Expenditures For Retail And Recreational Expenses
By Season

Retail and recreational/entertainment revenue would appear to experience measurable variation across the seasons¹. Average retail expenditures peak in the two shoulder seasons, whereas average recreation expenses are at their highest during the summer and winter.

The fact that every visitor to the parks spends about \$20 on merchandise during the fall and spring, but spends less than this amount in the summer and particularly the winter, may reflect the over-representation of overseas tourists during the shoulder seasons. These individuals spend more per capita retail dollars than do their domestic counterparts. Conversely, the overseas visitor spends less money, on average, on recreational items than do Canadians. This finding, and the greater variety of recreational opportunities in the summer and especially in the winter (skiing), explain the higher per capita expenditures on recreation in the summer (\$10) and winter (\$15), compared to the fall (\$4) and spring (\$5).

¹Caution should be exercised in interpreting expenditure patterns for these categories because of the volatility of the estimates.

Main Purpose Of Parks Portion Of Trip Among Rocky Mountain National Parks Person Visitors¹ To...

	<u>Any Park</u>	<u>An Alberta Park</u>	<u>Banff</u>	<u>Jasper</u>	<u>A British Columbia Park</u>
Actual	(2,351)	(2,270)	(1,738)	(1,325)	(538)
Weighted/Projected, In Thousands	(4,084.0)	(3,898.6)	(3,167.5)	(1,598.9)	(748.3)
	‡	‡	‡	‡	‡
Pleasure	76	76	76	77	90
Vacation ²	59	58	58	67	81
Recreational Day Use ³	16	17	17	9	7
Visit Vacation Home	1	1	1	1	1
Business	6	6	7	5	3
Attend Special Meeting/Conference	5	5	6	4	3
Other Business	1	1	1	1	3
Personal	10	11	10	10	3
Family Affairs Errands/Shopping/ Banking, Etc.	10	10	9	10	3
	1	1	1	1	*
Just Passing Through	7	7	6	8	3
Not Stated	2	2	2	2	1

(Source: Detailed Tables, Volume I, pages 25-1/2)

¹Spent time, money, or went sightseeing in specific park.

²All charter motorcoach visitors are included in "vacation" main purpose (the main purpose question was not included in the charter questionnaire).

³If "recreational day use" was respondent's stated main purpose and nights were spent in the Rocky Mountain National Parks, main purpose of the parks portion of the trip is considered to be "vacation" rather than "recreational day use".

*Less than 0.5%.

F. OTHER TOPICS RELATED TO THE VISITOR EXPERIENCE IN THE
ROCKY MOUNTAIN NATIONAL PARKS

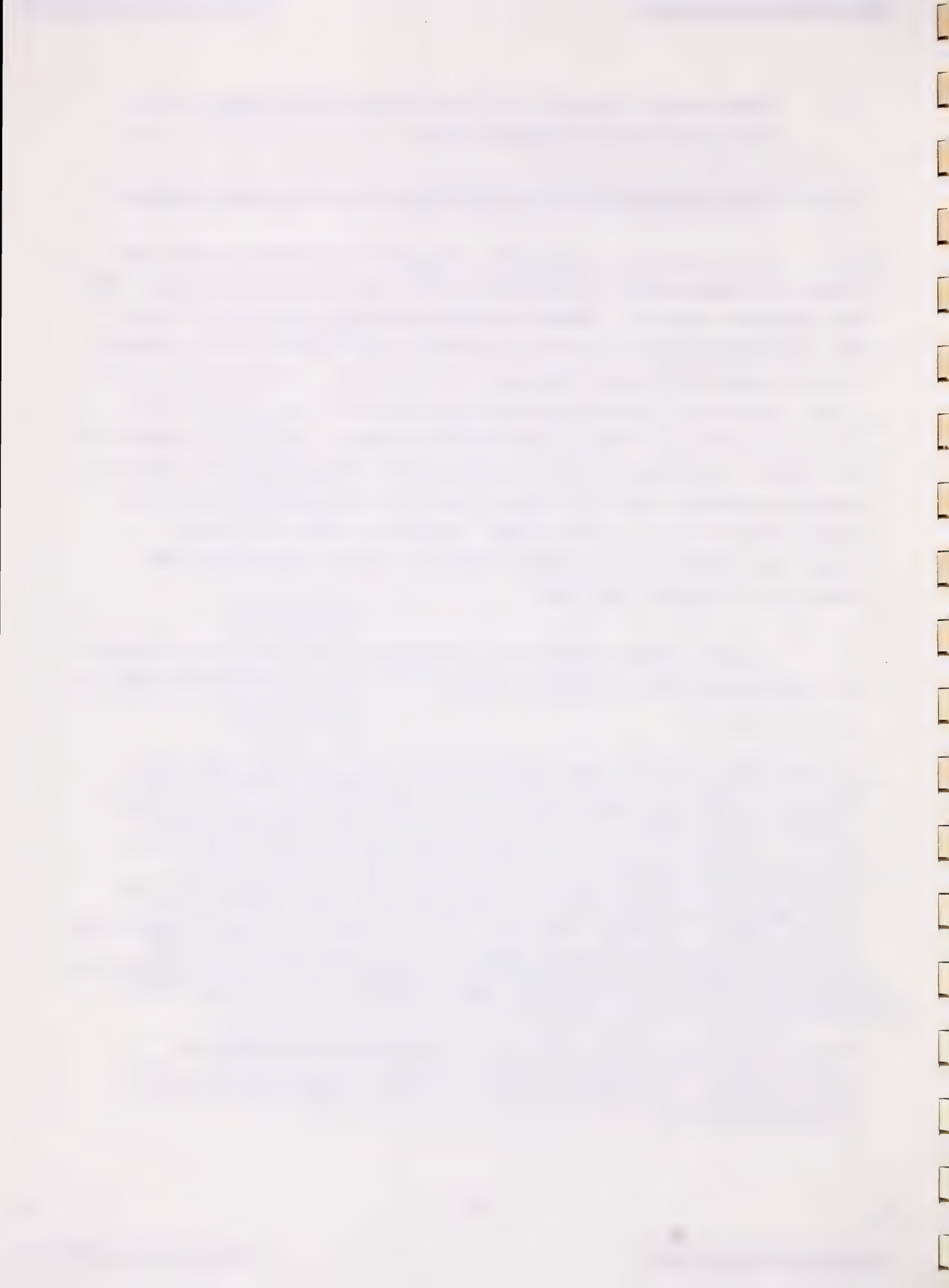
34.a) Main Purpose Of Parks Portion Of Trip By Parks Visited

All visitors to the Rocky Mountain National Parks were asked to describe the main purpose of the trip that brought them to the park system¹. Most visitors declare "pleasure" to be the main purpose of their trip to the parks (76%), with almost 6-in-10 describing the trip as a "vacation". A further 1-in-6 (16%) claim that they are making day-use of the parks, while only 1-in-100 are visiting a vacation home. The main purpose of the parks' portion of the trip is quite consistent with information provided on trip classification -- those who describe their entire trip as an outdoor vacation (15%), a resort vacation (16%), or a touring vacation (27%) constitute the majority of parks visitors².

A park visit motivated by business is more apt to relate to family business ("family affairs" -- 10%) than to meetings or

¹If an individual's main destination was the Rocky Mountain National Parks, it was assumed that the main purpose of the "entire trip" was equivalent to the main purpose of the parks' portion of the trip. If the parks were not the main destination, a separate question was asked pertaining to the main purpose of the parks' portion of the trip. All charter visitors were assumed to have a "vacation" main purpose (the main purpose question was not included on the charter questionnaires). Because visitors' definitions of "recreational day use" do not necessarily correspond to the intention of the question, an edit was performed to ensure that "recreational day use" is associated only with same-day visitors to the parks' system.

²These data derive from the self-completion attitudinal questionnaire (Detailed Tables, Volume II, page 62-3). See questionnaire appended for definitions of the various trip classifications.



conferences (5%). At the same time, trips into the park system are quite unlikely to be motivated by "other business" or other personal reasons.

Despite the fact that more than 1-in-20 visitors claim that their main purpose in visiting the Rocky Mountain National Parks is "just passing through (7%), these individuals did stop to spend time or money, or to sightsee as they were passing through the parks.

Although Banff National Park visitors are as likely to be pleasure travellers as are those who visit Jasper, more Banff visitors describe their trip purpose as "recreational day use" (17%) than is the case among Jasper visitors (9%).

The British Columbia park visitor is especially apt to depict his or her visit to the parks system as a vacation (81%). Correspondingly, the visitor in these parks is less inclined to categorize the trip as one motivated by business or personal matters than is the Banff or Jasper visitor.

Exhibit 48

Main Purpose Of Parks Portion Of Trip Among Rocky Mountain National Parks Person Visitors ¹ To Any Park...					
	In Total	In...Season ²			
		Summer	Fall	Winter	Spring
Actual	(2,351)	(1,189)	(378)	(390)	(394)
Weighted/Projected, In Thousands	(4,084.0)	(1,646.1)	(391.8)	(1,441.5)	(604.6)
	%	%	%	%	%
Pleasure	76	83	74	66	81
Vacation ³	59	74	55	45	54
Recreational Day Use ⁴	16	8	19	21	27
Visit Vacation Home	1	2	1	-	1
Business	6	3	11	7	8
Attend Special Meeting/Conference	5	3	11	7	5
Other Business	1	1	1	1	3
Personal	10	9	8	14	8
Family Affairs	10	8	7	13	8
Errands/Shopping/Banking, Etc.	1	1	1	1	*
Just Passing Through	7	3	6	12	3
Not Stated	2	3	1	1	2

(Source: Detailed Tables, Volume I, pages 25-5/6)

¹Spent time, money, or went sightseeing in at least one of the Rocky Mountain National Parks.

²See Foreword for definition of seasons.

³All charter motorcoach visitors are included in "vacation" main purpose (the main purpose question was not included in the charter questionnaire).

⁴If "recreational day use" was respondent's stated main purpose and nights were spent in the Rocky Mountain National Parks, main purpose of the parks portion of the trip is considered to be "vacation" rather than "recreational day use".

*Less than 0.5%.

34.b) Main Purpose Of Parks Portion Of Trip By Season

Summer and spring visitors are most likely to be taking a pleasure trip. At the same time, recreational day use as a motivation for visiting the Rocky Mountain National Parks is lowest in the summer months (as a proportion of all visitors). During this peak season, fewer than 1-in-10 visitors claim this day use as their purpose for entering the park system. This compares with at least 2-in-10 in every other season.

Interestingly, winter is the season least likely to entice "vacation" or "pleasure" visitors. In this season, more than 1-in-10 national park visitors indicate that they are in the parks for the purpose of attending to family affairs (13%). Winter also attracts a significantly higher number of visitors who are in the parks for the purpose of "just passing through" than is the case in any other season (12%).

Conferences or business meetings lure a higher proportion of fall visitors to the park system than they do at any other time of year. During this season, more than 1-in-10 visitors name these business reasons as their main purpose, compared to 1-in-33 during the summer, and about 1-in-14 during the winter. These data are quite consistent with the trip classification information provided by visitors who completed the attitudinal questionnaire. Over the full year, approximately 1-in-20 Rocky Mountain National Parks visitors (6%) depict theirs as a business trip, while more than twice this proportion (15%) of fall visitors use this trip classification¹.

¹These data derive from the self-completion attitudinal questionnaire (Detailed Tables, Volume II, page 62-3). See questionnaire appended for definitions of the various trip classifications.

Volunteered Features That Attracted/
Influenced Visitors To Banff/Jasper
National Parks Among Person
Visitors¹ To...

	<u>An Alberta Park</u>	<u>Banff</u>	<u>Jasper</u>
Actual	(2,270)	(1,738)	(1,325)
Weighted/Projected, In Thousands	(3,898.6) ‡	(3,167.5) ‡	(1,598.9) ‡
<u>Any Reference To:</u>			
General Beauty/Scenery	22	23	28
The Parks/Rocky Mountains	22	23	26
Enroute To Another Location/Part Of Tour	18	15	24
Nature/Forests/Lakes/ Wildlife	10	10	13
To See Animals/Wildlife	5	4	8
The Lakes	2	2	4
Nature	3	3	2
Skiing	10	9	6
Specific Natural Attractions	8	8	6
Hot Springs	5	6	3
Lake Louise	2	2	*
The Icefields	1	1	2
Publicity	8	9	12
Get Away From City/People	7	8	5
Visit/Meet Friends/ Relatives	6	5	7
Past Experience/Been Here Before	7	8	7
Heard About It From Relatives/Friends	6	7	10
Hiking	4	4	2
Fishing	2	3	*

(Source: Detailed Tables, Volume I, pages 63-1/6)

¹Spent time, money, or went sightseeing in specific park.

*Less than 0.5%.

35.a) Volunteered Features That Attract Visitors To Banff Or Jasper National Park By Parks Visited

When asked to describe, in their own words "what attracted or influenced your decision to travel to the Banff/Jasper National Parks system on this trip", most visitors respond with references to the parks' beauty and terrain. They specifically refer to the mountains themselves (22%), the general beauty (22%), other natural features of parkland (animals, lakes, nature -- 10%), and/or to specific natural attractions such as the hot springs (5%), Lake Louise (2%), or the Icefields (1%). A further 2-in-10 seem to have visited the parks as a by-product of a tour itinerary or while en route to another location (18%), whereas 1-in-10 visitors are attracted by the skiing potential offered in Banff or Jasper National Park.

Publicity about the parks is mentioned, in this context, by about 1-in-12 visitors to Banff or Jasper National Parks, whereas informal advertising (through friends/relatives) encourages more than 1-in-20 to come.

The parks' visitor populations differ in the extent to which they are drawn to the Banff/Jasper system because it is part of a tour or en route to another location. Jasper visitors are much more likely to explain their visit to the parks system in this manner (24%) than are visitors to Banff National Park (15%).

**Volunteered Features That Attracted/Influenced
Visitors To Banff/Jasper National Parks Among
Person Visitors¹ To An Alberta Park...**

	<u>In...Season²</u>				
	<u>Total</u>	<u>Summer</u>	<u>Fall</u>	<u>Winter</u>	<u>Spring</u>
Actual	(2,270)	(1,147)	(359)	(382)	(382)
Weighted/Projected, In Thousands	(3,898.6)	(1,551.8)	(355.1)	(1,403.1)	(588.5)
	‡	‡	‡	‡	‡
<u>Any Reference To:</u>					
General Beauty/ Scenery	22	27	30	14	23
The Parks/Rocky Mountains	22	28	25	13	24
Enroute To Another Location/Part Of Tour	18	23	18	13	15
Nature/Forests/ Lakes/Wildlife	10	12	4	7	16
To See Animals/ Wildlife	5	7	1	6	3
The Lakes	2	4	3	*	1
Nature	3	2	1	*	12
Skiing	10	-	-	26	4
Specific Natural Attractions	8	8	4	5	16
Hot Springs	5	3	1	4	14
Lake Louise	2	3	2	-	1
The Icefields	1	1	1	-	*
Publicity	8	15	8	2	3
Get Away From City/ People	7	5	9	12	2
Visit/Meet Friends/ Relatives	6	5	4	8	6
Past Experience/Been Here Before	7	11	5	4	4
Heard About It From Relatives/Friends	6	13	7	2	1
Hiking	4	3	4	3	7
Fishing	2	1	-	*	12

(Source: Detailed Tables, Volume I, pages 63-13/18)

¹Spent time, money, or went sightseeing in Banff or Jasper National Parks.
²See Foreword for definition of seasons.

35.b) Volunteered Features That Attract Visitors To Banff Or Jasper National Park By Season

Of visitors to Banff or Jasper National Parks, those that come in the winter season are least apt to comment on the natural beauty, scenery or terrain as reasons for their visit. Instead, these winter visitors are more likely than others to include skiing and a need to escape from "civilization" (city/people) as factors that attracted them to Banff or Jasper National Park.

Summer visitors, on the other hand, are particularly inclined to indicate that their visit to the Alberta parks was made because it was part of a tour, or because they traversed the territory en route to another location. The high proportion of summer visitors who describe their trip as a "touring vacation"¹ supports this explanation for visiting Banff or Jasper.

Formal publicity and word-of-mouth are more characteristically offered by summer visitors to explain what attracted them to the parks. Simultaneously, these types of responses are especially uncommon among winter and spring visitors.

The hot springs seem to hold a special attraction for spring visitors. Spring visitors include this natural feature among those that attracted them to the Banff/Jasper system to a greater extent than do parks' visitors in other seasons.

¹These data derive from the self-completion attitudinal questionnaire (Detailed Tables, Volume II, page 62-3). See questionnaire appended for definitions of the various trip classifications.

Exhibit 51

Overall Rating Of Visit To
Banff/Jasper National Parks
Among Person Visitors¹ To...

	<u>An Alberta Park</u>	<u>Banff</u>	<u>Jasper</u>
Actual	(2,270)	(1,738)	(1,325)
Weighted/Projected, In Thousands	(3,898.6)	(3,167.5)	(1,598.9)
	%	%	%
Excellent	45	47	48
Very Good	36	36	33
Good	15	14	16
Fair	2	1	1
Poor	*	*	1
Don't Know/Not Stated	2	2	2
Average²	4.3	4.3	4.3

(Source: Detailed Tables, Volume I, page 65-1)

¹Spent time, money, or went sightseeing in specific park.

²Averages based on assigned values of 5 equal to "Excellent" to 1 equal to "Poor".

*Less than 0.5%.

36.a) Overall Rating Of Visit To The Banff/Jasper National Parks By Parks Visited

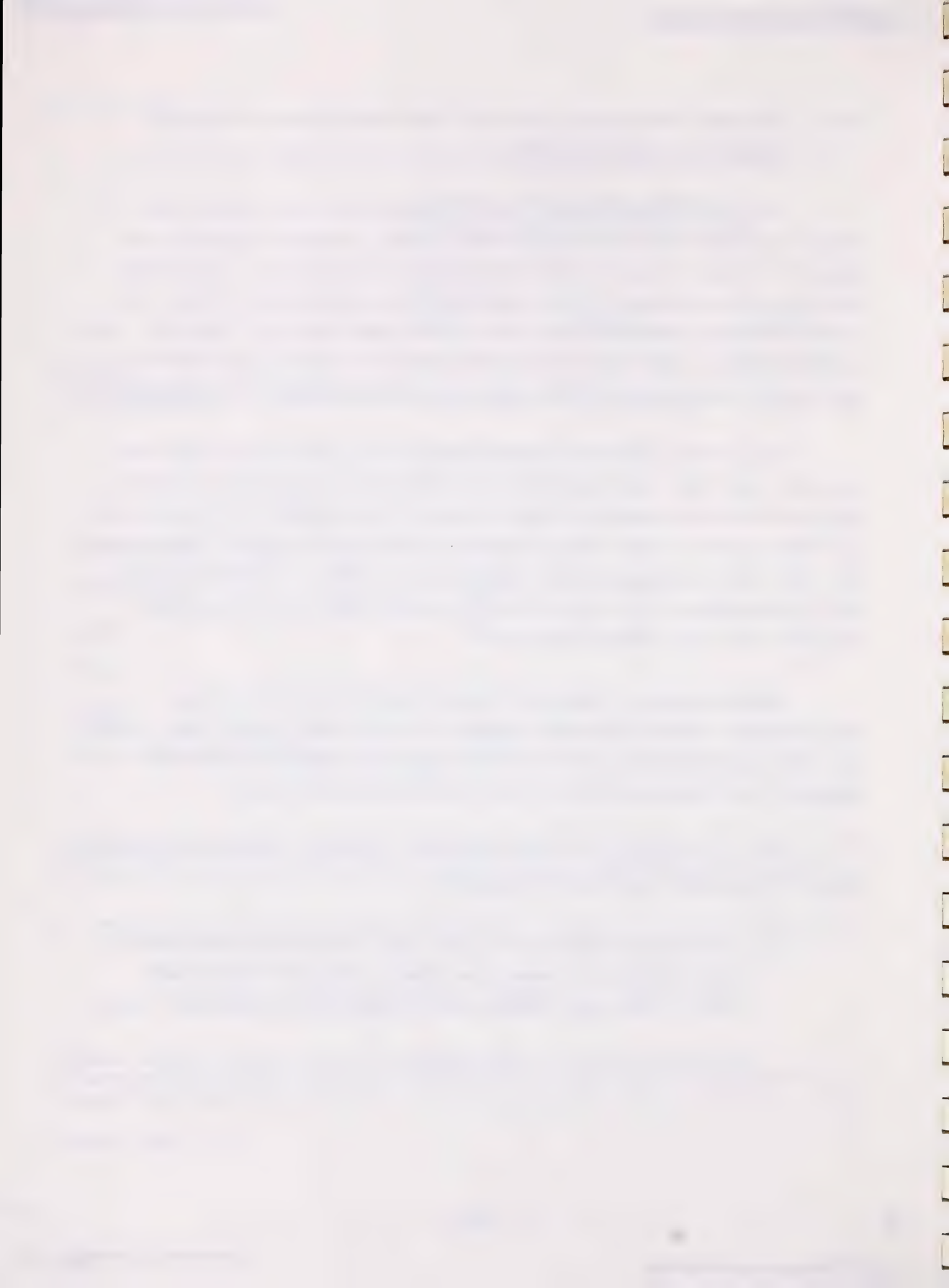
All visitors to Banff and Jasper National Parks were asked to rate their visit to these parks, using a five point semantic scale ranging from "excellent" to "poor". Numerical values were assigned to the scale at the tabulation stage to yield average ratings (from 5 = "excellent" to 1 = "poor"). The reader should note that visitors were not rating the Alberta parks, nor each individual park, but their visit to these parks.

The visit to the Alberta parks was obviously very successful for the vast majority of tourists. More than 8-in-10 person visitors describe their time in the parks as "excellent" or "very good", with more opting for the superlative (45%) than for the next most positive description (36%). Disappointment with the parks visit is voiced by fewer than 1-in-33 person visitors to the Alberta parks.

Appraisals of the park visit do not differ to any appreciable extent between person visitors who spent time, money or went sightseeing in Banff National Park versus those who engaged in these activities in Jasper National Park.

An examination of the detailed findings, however, reveals some differences worthy of comment:

- Overnight visitors to the two parks are considerably more likely to describe their trip as "excellent" (52%) than are those who are same-day visitors (36%);



- Among overnight visitors, those who spent nights in hotels, motels, resorts or lodges are somewhat less likely to extol their trip ("excellent" 50%) than are campers ("excellent" 57%);
- Residents of the parks' immediate catchment areas -- Alberta (40%) and British Columbia (39%) -- are least likely to declare their visit to Banff or Jasper "excellent", whereas residents of the United States are most likely to do so (65%).

Overall Rating Of Visit To Banff/Jasper National Parks Among Person Visitors¹ To An Alberta Park...

	In	In...Season ²			
	Total	Summer	Fall	Winter	Spring
Actual	(2,270)	(1,147)	(359)	(382)	(382)
Weighted/Projected, In Thousands	(3,898.6)	(1,551.8)	(355.1)	(1,403.1)	(588.5)
	%	%	%	%	%
Excellent	45	53	55	34	43
Very Good	36	29	31	45	38
Good	15	15	11	17	14
Fair	2	1	*	2	3
Poor	*	*	-	*	1
Don't Know/ Not Stated	2	2	3	2	2
Average³	4.3	4.4	4.5	4.1	4.2

(Source: Detailed Tables, Volume I, page 65-3)

¹Spent time, money, or went sightseeing in Banff or Jasper National Parks.

²See Foreword for definition of seasons.

³Averages based on assigned values of 5 equal to "Excellent" to 1 equal to "Poor".

*Less than 0.5%.

36.b) Overall Rating Of Visit To The Banff/Jasper National
Parks By Season

Among seasonal groupings, winter visitors are the most conservative in the rating they ascribe to their visit to Banff and Jasper National Parks. Approximately one-third of these visitors claim that the visit was "excellent", compared to more than one-half of their summer and fall counterparts. It is important to note that their reticence in according the visit an "excellent" rating should not suggest that winter visitors are dissatisfied with their visit. Almost 8-in-10 winter visitors consider their visit to be "excellent" or "very good" -- a proportion almost identical to that evident for every other season.

In the previous section, it was noted that Albertans are somewhat restrained in the rating they give the parks relative to visitors from other origins. This finding may be linked to the winter visitor rating since Albertans are significantly over-represented in this season compared to others.

**Summary Of Volunteered Areas For
Improvement/Added Facilities,
Services, Or Attractions In
Banff/Jasper National Parks Among
Person Visitors¹ To...**

	<u>An Alberta Park</u>	<u>Banff</u>	<u>Jasper</u>
Actual	(2,270)	(1,738)	(1,325)
Weighted/Projected, In Thousands	(3,898.6)	(3,167.5)	(1,598.9)
	‡	‡	‡
None, No Improvements Necessary/Keep Natural/ Less Touristy	28	26	30
<u>Any Reference To:</u>			
Improvements To/More Townsite Facilities And Services (Restaurants, Hotels, Washrooms, Service, Etc.)	18	19	16
Improvements To/More Roads/ Traffic/Parking/Signage	14	15	11
Improvements To/More Parks Facilities (Camping, Trails, Washrooms, Etc.)	12	12	14
Too Expensive/Prices Too High	5	5	5
Improvements To/Expansion Of Ski Facilities	2	3	*
Improve/More Local Transportation	1	1	1
Miscellaneous Other	20	20	18
Don't Know/Not Stated	16	16	16

(Source: Detailed Tables, Volume I, pages 67-1/6)

¹Spent time, money, or went sightseeing in specific park.

*Less than 0.5‡.

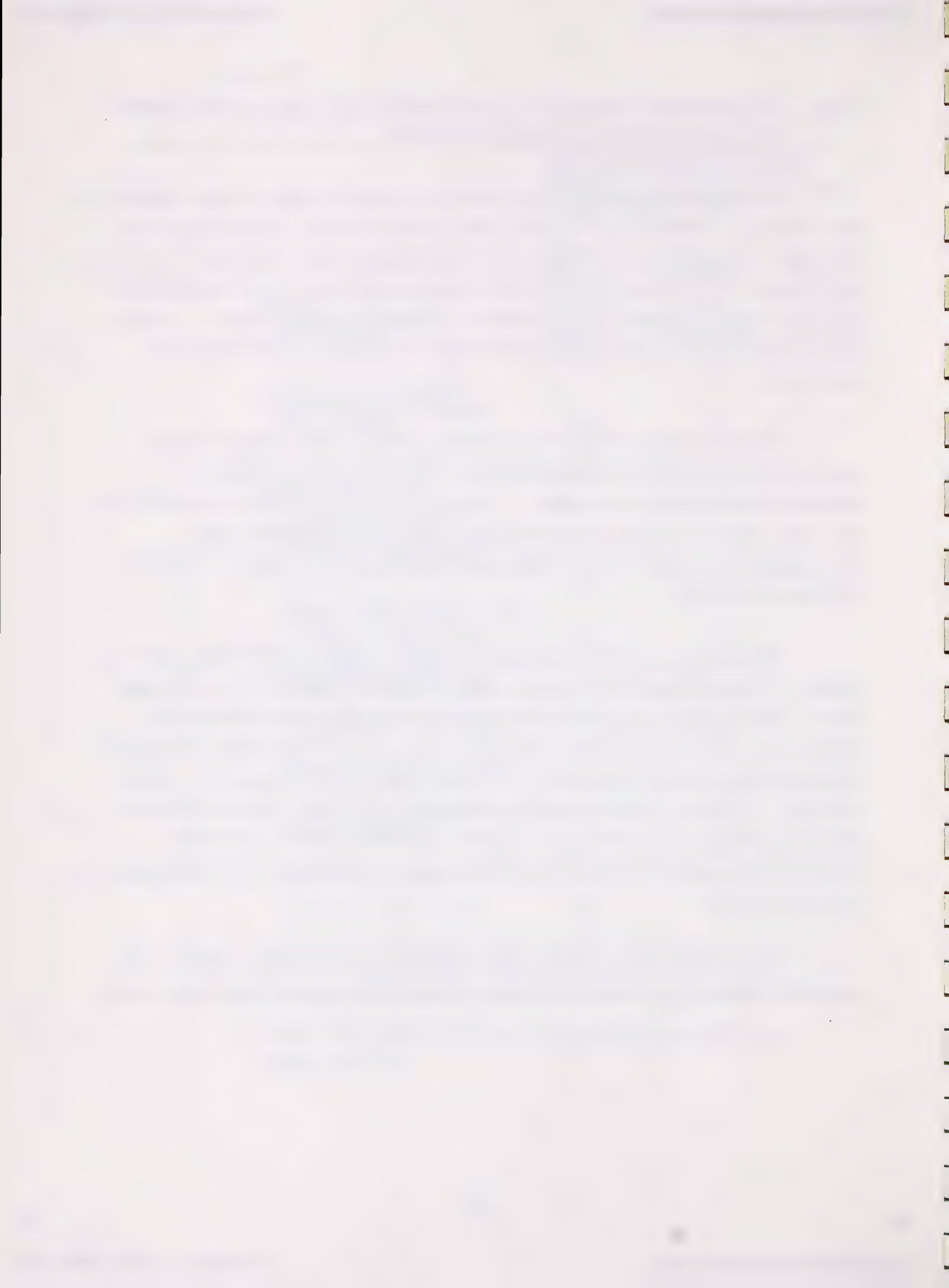
37.a) Volunteered Areas For Improvements In Banff And Jasper National Parks By Parks Visited

Visitors to Banff and Jasper National Parks were asked to describe, in their own words, what attractions, facilities or services they would like to see established or improved in these two parks. In this and the following section, these recommendations are examined on the basis of broad categories. In the third section of this sequence, more detailed comments are examined.

Satisfaction with the status quo is the single most commonly volunteered response when visitors are asked to describe desirable changes. Almost 3-in-10 person visitors to the two Alberta parks indicate that no improvements are necessary or suggest that the parks be kept in their current "natural" state.

Suggestions for changes or improvements are most apt to focus on townsite facilities (18%), roads, traffic or signage (14%), and camping facilities (12%). Complaints about high prices are voiced in this context by 1-in-20 visitors, whereas recommendations related to ski hills are volunteered by about 1-in-50. Highly idiosyncratic suggestions that do not permit generalization are made by 1-in-5 Alberta parks' visitors ("miscellaneous"), while somewhat fewer volunteer no response to this question.

There are no significant differences between Banff and Jasper visitors in terms of the types of suggestions they make



in this unaided context. Place of residence, however, does offer some interesting variations:

- Albertans and Americans are somewhat more interested in seeing the roads and traffic situation within the two Alberta parks improved; and
- Canadians from provinces other than Alberta along with overseas visitors are especially apt to support the status quo (no improvements/keep natural).

Not surprisingly, users of camping facilities within the parks are also stronger proponents of the current state of the parks (37%) than are their counterparts who spent nights in the parks' roofed accommodation (21%). Naturally, campers are also more inclined than other visitors to suggest the need for improvement to parks' facilities such as camping, trails and wash-rooms.

Summary Of Volunteered Areas For Improvement/Added Facilities, Services, Or Attractions In Banff/Jasper National Parks Among Person Visitors¹ To An Alberta Park...

	In <u>Total</u>	<u>In...Season²</u>			
		<u>Summer</u>	<u>Fall</u>	<u>Winter</u>	<u>Spring</u>
Actual	(2,270)	(1,147)	(359)	(382)	(382)
Weighted/Projected, In Thousands	(3,898.6)	(1,551.8)	(355.1)	(1,403.1)	(588.5)
	‡	‡	‡	‡	‡
None, No Improvements Necessary/Keep Natural/Less Touristy	28	32	34	20	32

Any Reference To:

Improvements To/More Townsite Facilities And Services (Restaurants, Hotels, Washrooms, Service, Etc.)	18	16	15	20	23
Improvements To/More Roads/Traffic/ Parking/Signage	14	12	12	15	14
Improvements To/More Parks Facilities (Camping, Trails, Washrooms, Etc.)	12	15	14	9	11
Too Expensive/ Prices Too High	5	7	5	2	8
Improvements To/ Expansion Of Ski Facilities	2	-	-	6	1
Improve/More Local Transportation	1	1	1	1	1
Miscellaneous Other	20	19	28	18	21
Don't Know/Not Stated	16	10	9	28	7

(Source: Detailed Tables, Volume I, pages 67-13/18)

¹Spent time, money, or went sightseeing in Banff or Jasper National Park.
²See Foreword for definition of seasons.

37.b) Volunteered Areas For Improvements In Banff And Jasper National Parks By Season

As is evident from the facing table, there are few significant variations in recommended improvements or changes to Banff and Jasper National Parks across the four seasons:

- Predictably, only winter¹ (6%) or spring (1%) visitors recommend alterations to ski facilities;
- Winter and spring tourists are likely to be more highly concentrated in the townsites than are visitors in summer and fall. This may explain the more concerted call for improvements to townsite facilities by visitors in these seasons.

¹The high level of "don't know/not stated" in winter compared to all other seasons is likely a result of the self-completion format of the winter questionnaire. In all other seasons, this question was administered by an interviewer.

Specific Improvements Recommended For Banff/Jasper National Parks Among Person Visitors¹ To...

	An Alberta Park		Jasper		An Alberta Park	
	Banff	Jasper	Summer	Winter	Summer	Winter
Actual	(2,270)	(1,738)	(1,325)	(1,147)	(382)	
Weighted/Projected, In Thousands	(3,898.6)	(3,167.5)	(1,598.9)	(1,551.8)	(1,403.1)	
	\$	\$	\$	\$	\$	\$
Traffic/Roads						
Improve/Pave Roads/ Should Be Smoother	6	7	4	3	8	
More Parking In Banff/Downtown Area	4	5	*	2	6	
Better/More Road Signs/Directional Signs	3	3	5	4	1	
Widen Roads/4 Lanes	1	1	2	3	*	
Accommodation						
Hotels/Accommodation (Miscellaneous Problems)	3	3	4	3	4	
Cheaper Lodging/ Hotels Too Expensive	2	2	2	2	1	
More Hotels/ Accommodation	2	2	1	*	4	
Food/Beverage						
More Restaurants/ Places To Eat (Any)	3	3	2	3	2	
Improve Restaurants/ Places To Eat	1	1	1	1	1	
Lower Restaurant/ Food Prices	1	1	1	1	-	
Camp Grounds						
More Camping Sites	3	3	3	3	3	
Improve Campsites (Miscellaneous)	2	2	2	3	*	
More Hook-Ups/ Electric Facilities	2	1	3	3	*	
Need Showers/Hot Showers In Camp- grounds/More Showers	2	2	3	4	*	
Ski Facilities						
Expand/Improve Facilities At Ski Areas	2	2	*	-	4	
Expand Ski Runs	1	1	*	-	2	
General						
Improve Public Washrooms	4	4	1	3	*	
Keep Naturalness/Do Not Commercialize	4	3	5	1	7	
More Public Washrooms	3	4	4	4	2	
Too Expensive/Prices Should Come Down	2	2	3	3	2	
More/Better/Updated Information/ Pamphlets/Maps	2	2	3	1	3	
Have Movies/Theatre/ Concerts	2	2	2	*	5	
Better/Maintained/More Trails/Hiking Trails	1	2	1	1	2	
None/No Improvements Necessary	23	23	24	31	13	

(Source: Detailed Tables, Volume I, pages 67-1/4, 67-13/17)

¹Spent time, money, or went sightseeing in specific park.

²See Foreword for definition of seasons.

*Less than 0.5%.

37.c) Volunteered Areas For Improvements In Banff And Jasper National Parks -- In Detail

As is evident from the detailed descriptions of improvements recommended by visitors to Banff or Jasper National Park, no single issue emerges as a focal point for change. Instead, the tourist's "wish list" (and a park planner's nightmare) reflects a multiplicity of concerns that probably derive from the individualized expectations a visitor brings to the parks, and the unique nature of his or her experience in Banff or Jasper National Park.

The only subject that generates comment by at least 1-in-20 visitors pertains to the condition of road surfaces (6%). Visitors also include a desire for more parking in the townsites' downtown areas, improvements to public washrooms, and a wish to keep the parks natural (4% each) among the more commonly voiced recommendations.

Winter tourists express marginally more concern about parking in townsites and about road surfaces than do their summer counterparts. While they request more traditional sources of entertainment (movies, theatre, concerts) than do summer visitors, winter park patrons are also more likely to support a "naturalist" position with respect to the parks (7%) than are their summer counterparts (1%).

**Usage Of Information Centres, Naturalist Services,
Interpretive Events Or Hot Spring Pools Among Rocky
Mountain National Parks Person Visitors¹ To...**

	<u>Any Park</u>	<u>An Alberta Park</u>	<u>Banff</u>	<u>Jasper</u>	<u>A British Columbia Park</u>
Actual	(1,987)	(1,906)	(1,398)	(1,018)	(380)
Weighted/Projected, In Thousands	(3,875.2)	(3,689.8)	(2,989.2)	(1,427.0)	(661.5)
	%	%	%	%	%
Used Any Services	44	42	45	46	73
 <u>Used Services In...</u>					
Banff	32	33	41	28	36
Jasper	14	15	12	39	24
Yoho	4	3	4	6	25
Kootenay	7	5	6	6	41
 Did Not Use Any Services	 56	 58	 55	 54	 28

(Source: Detailed Tables, Volume I, page 31-1)

¹Spent time, money, or went sightseeing in specific park, excluding charter and non-English respondents -- question not included on questionnaire.

38.a) Usage Of Specific Park Services By Parks Visited

Park visitors¹ were asked to indicate whether they used or visited a park information centre, naturalist service, interpretive event or hot springs pool in each of the parks they visited. This question yields a positive response from more than 4-in-10 visitors to the four parks (unduplicated count). None of the specified park services was utilized by the remaining visitors (56%) during their stay in the Rocky Mountain National Parks.

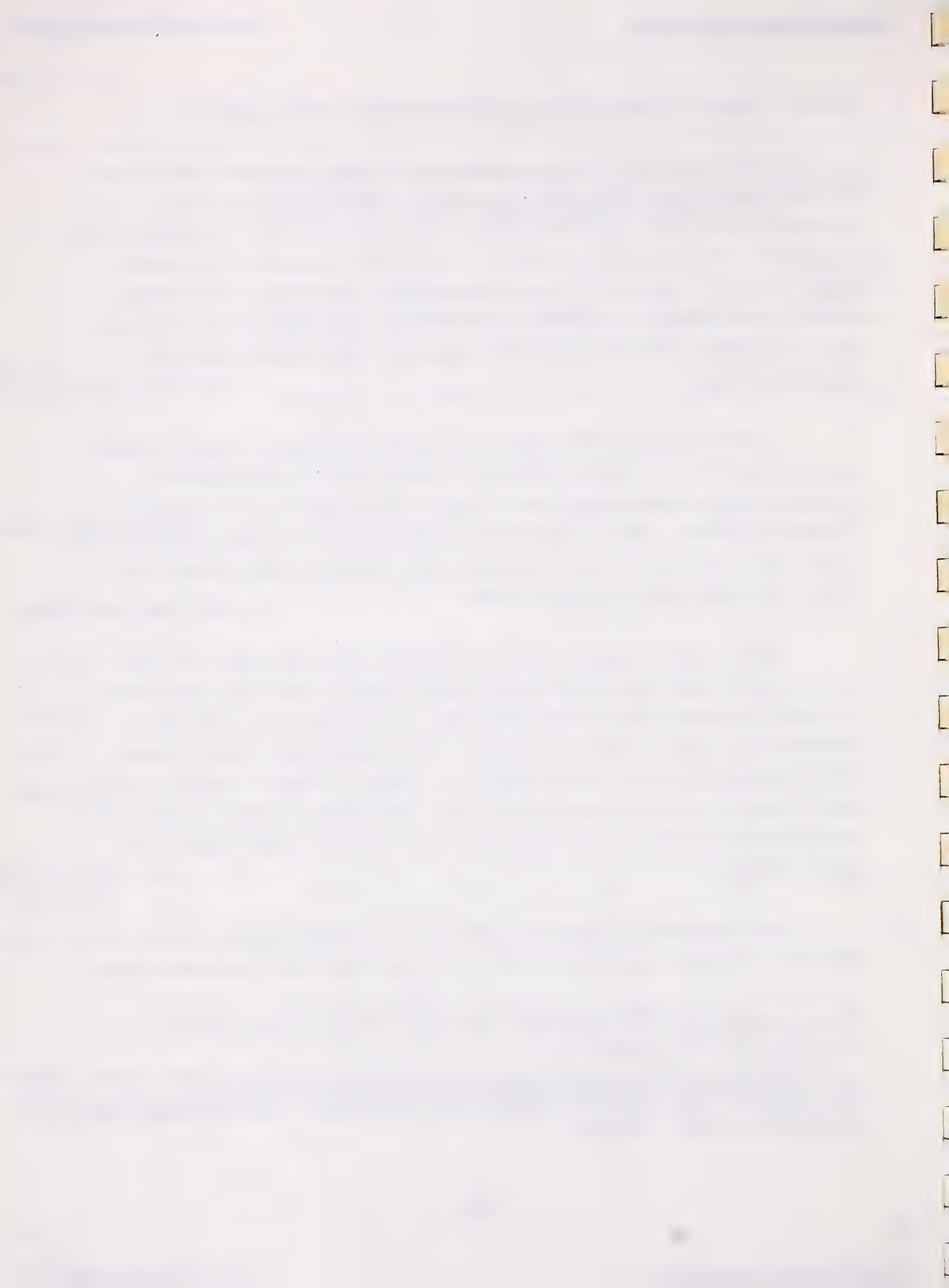
The incidence of usage of a park service is quite stable across Banff and Jasper National Parks, but is appreciably higher among individuals who visit one or both of the British Columbia parks. This finding is undoubtedly related to the high level of overlap between Alberta park visitors and those who visit the British Columbia parks.

Not surprisingly, Banff visitors are most apt to have used a park service within this park (41%), although more than 1-in-10 indicate that they made use of one of the specified services in Jasper National Park. The situation among Jasper visitors parallels that evident for Banff. These visitors are most likely to have used a park service within Jasper (39%), but are also inclined to use such services within Banff National Park (28%).

The impact of overlap between an Alberta park and a British Columbia park is evident in the service locations named

¹The non-English and charter versions of the questionnaire did not include this question.

The figures reported herein pertain only to qualified "visitors". For figures related to total park entrants, see the Detailed Tables, Volume I.



by individuals who visited Yoho or Kootenay. Among these visitors, 1-in-3 used a park service in Banff; 1-in-4 used these services in Jasper and/or Yoho National Parks; and considerably more (41%) used them in Kootenay, likely because of the popularity of the hot springs in this park.

Exhibit 57

Usage Of Information Centres, Naturalist Services, Interpretive Events Or Hot Spring Pools Among Rocky Mountain National Parks Person Visitors ¹ To Any Park...					
	In	In...Season ²			
	Total	Summer	Fall	Winter	Spring
Actual	(1,987)	(999)	(295)	(348)	(345)
Weighted/Projected, In Thousands	(3,875.2)	(1,537.9)	(375.7)	(1,390.6)	(571.0)
	‡	‡	‡	‡	‡
 Used Any Services	 44	 58	 42	 29	 42
 <u>Used Services In...</u>					
Banff	32	38	33	24	35
Jasper	14	27	14	3	8
Yoho	4	8	2	1	4
Kootenay	7	11	11	2	6
 Did Not Use Any Services	 56	 42	 59	 71	 58

(Source: Detailed Tables, Volume I, page 31-3)

¹Spent time, money, or went sightseeing in at least one of the Rocky Mountain National Parks, excluding charter and non-English respondents -- question not included on questionnaire.

²See Foreword for definition of seasons.

38.b) Usage Of Specific Park Services By Season

Use of information centres, naturalist services, interpretive events or hot spring pools is most widespread in the summer season. Almost 6-in-10 Rocky Mountain National Parks visitors claim to utilize these services during this season, compared to a low of 3-in-10 in the winter. The two shoulder seasons exhibit a level of use that falls about mid-way between the peak season levels (42% each).

Interestingly, utilization of the specified park services in Banff National Park remains constant across three of the four seasons, experiencing a significant decline only in the winter. In contrast, use of these facilities in Jasper National Park peaks in the summer, declines significantly in the fall, and experiences a yearly low through the winter and spring.

Stated Impact Of Olympics On Decision To Visit Rocky Mountain National Parks Among Visitors¹ To...

	<u>Any Park</u>	<u>An Alberta Park</u>	<u>Banff</u>	<u>Jasper</u>	<u>A British Columbia Park</u>
Actual	(2,351)	(2,270)	(1,738)	(1,325)	(538)
Weighted/Projected, In Thousands	(4,084.0)	(3,898.6)	(3,167.5)	(1,598.9)	(748.3)
	‡	‡	‡	‡	‡
The Olympics Had Nothing To Do With My Decision To Visit The Parks	94	94	93	95	96
I Visited The Parks Because I Was In The Area To Help Stage, Cover Or Participate In Olympic Events	*	*	*	*	*
I Visited The Parks Because I Was In The Area To Watch The Olympics ²	1	1	1	-	-
Things I Saw Or Heard About In Connection With The Olympics Made Me Want To Visit The Parks	3	3	3	3	1
I Had To Reschedule My Plans To Visit The Parks Because Of The Olympics	1	1	1	*	1
Not Stated	2	2	2	2	1

(Source: Detailed Tables, Volume I, page 69-1)

¹Spent time, money, or went sightseeing in specific park.

²This statement was included during the winter season only.

*Less than 0.5%.

39.a) Stated Impact Of The 1988 Winter Olympics By Parks Visited

The 1988 Winter Olympic Games were held in Calgary, Alberta during the data collection stage of this study. While it was never the intention of the study to measure the impact of this event on visitation to the Rocky Mountain National Parks, a question was included to obtain the visitor's impressions of the impact these Games had on his or her decision to visit the parks.

When the statements on the facing page were presented to visitors, only 1-in-100 indicated that they came to the region because they were spectators at the Olympics. A further 1-in-33 claim that advertising about the Olympics encouraged them to visit the parks. Thus, according to most visitors' own perceptions, "the Olympics had nothing to do with" the decision to visit the parks (94%).

The few visitors who state that their decision to visit the parks was influenced in a primary (spectator) or secondary (advertising/promotional materials) manner are spread evenly across the four Rocky Mountain National Parks.

Stated Impact Of Olympics On Decision To Visit Rocky Mountain National Parks Among Person Visitors ¹ To Any Park...					
	In	<u>In...Season²</u>			
	<u>Total</u>	<u>Summer</u>	<u>Fall</u>	<u>Winter</u>	<u>Spring</u>
Actual	(2,351)	(1,189)	(378)	(390)	(394)
Weighted/Projected, In Thousands	(4,084.0)	(1,646.1)	(391.8)	(1,441.5)	(604.6)
	‡	‡	‡	‡	‡
The Olympics Had Nothing To Do With My Decision To Visit The Parks	94	94	96	93	95
I Visited The Parks Because I Was In The Area To Help Stage, Cover Or Participate In Olympic Events	*	*	1	-	*
I Visited The Parks Because I Was In The Area To Watch The Olympics ³	1	N/A	N/A	3	N/A
Things I Saw Or Heard About In Connection With The Olympics Made Me Want To Visit The Parks	3	4	*	2	2
I Had To Reschedule My Plans To Visit The Parks Because Of The Olympics	1	*	-	1	1
Not Stated	2	2	3	2	2

(Source: Detailed Tables, Volume I, page 69-3)

¹Spent time, money, or went sightseeing in at least one of the Rocky Mountain National Parks.

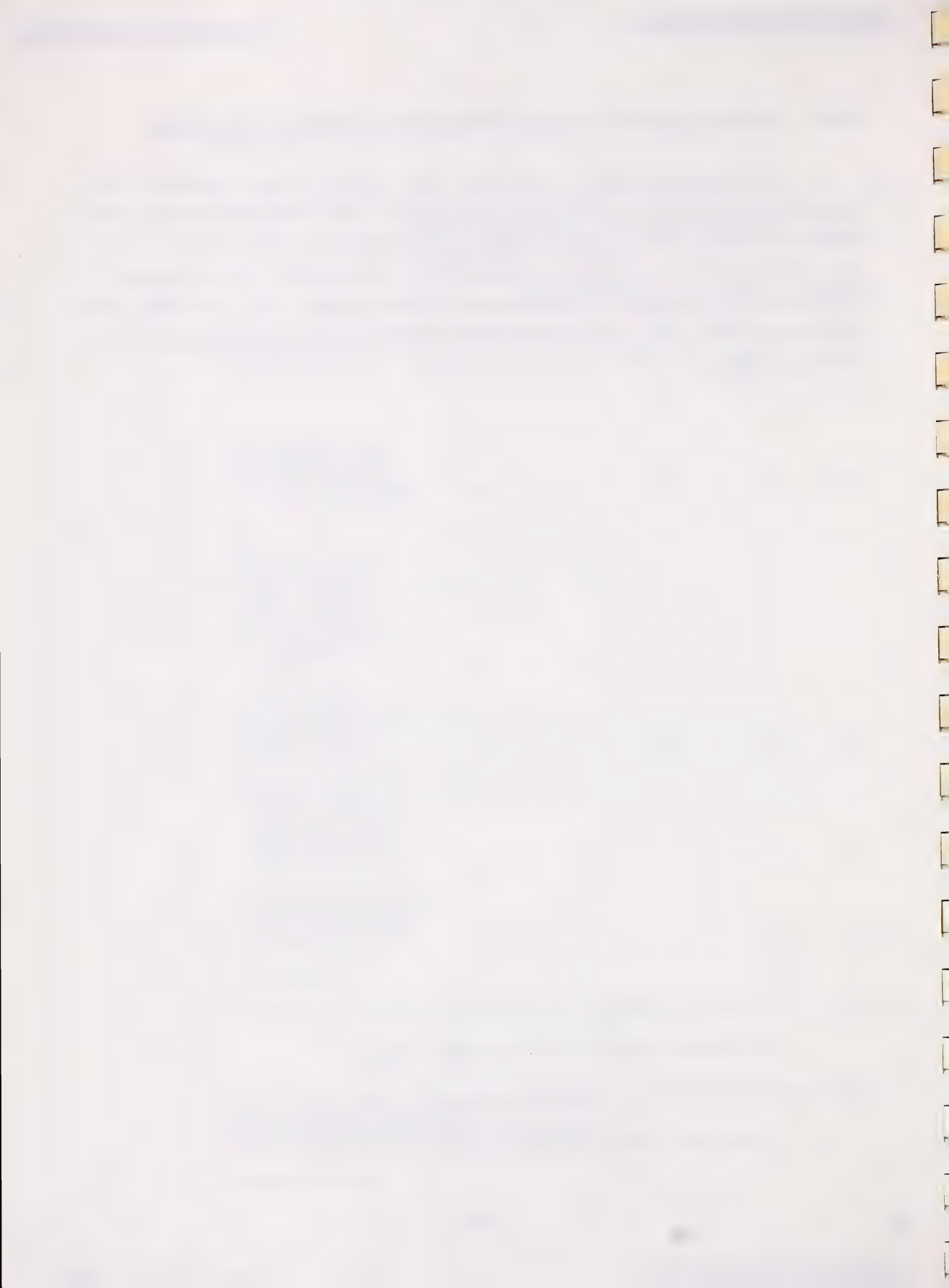
²See Foreword for definition of seasons.

³This statement was included during the winter season only.

*Less than 0.5%.

39.b) Stated Impact Of The 1988 Winter Olympics By Season

Not surprisingly, visitors who claim to have been in the vicinity of the Rocky Mountain National Parks because they were there to view the Olympics are found solely in the winter. On the other hand, promotional materials related to the Olympics seem to have been as influential in the summer (4%) as they were in the winter (2%) among the small proportions of visitors who mention them.



APPENDICES

- Additional Summary Tables
- Stage In Life Cycle Definitions
- Questionnaires

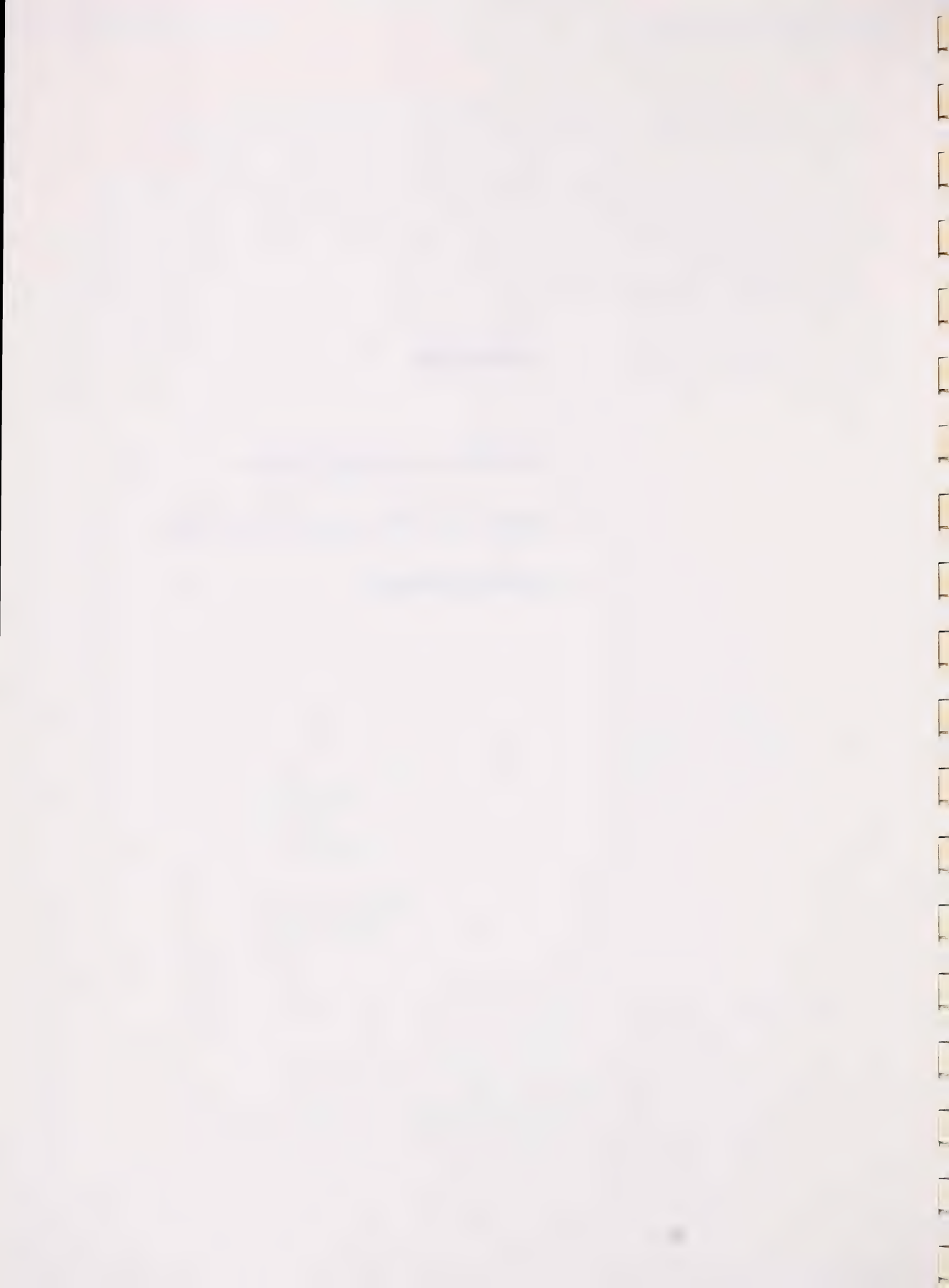


Exhibit 60

Profile Of Roofed And Camping Person Nights Spent In The Rocky Mountain National Parks			
	<u>Total Person Nights</u>	<u>Total Roofed Person Nights</u>	<u>Total Camping Person Nights</u>
Actual	(4,721)	(1,177)	(380)
Weighted/Projected, In Thousands	(6,063.1)	(4,246.5)	(1,388.4)
	‡	‡	‡
<u>Season¹</u>			
Summer	47	35	81
Fall	9	9	10
Winter	34	43	6
Spring	11	13	4
<u>Place Of Residence</u>			
Canada	59	59	59
Alberta	40	41	38
British Columbia	6	4	9
Other Provinces	13	13	12
U.S.A.	26	28	27
Overseas	15	13	14
Japan	2	3	*
West Germany	6	3	7
<u>Mode Of Entry</u>			
Private Vehicle	81	75	97
Scheduled Bus/Train	8	10	3
Charter	11	16	*

(Source: Detailed Tables, Volume I, pages 44-3, 5)

¹See Foreword for definition of seasons.

*Less than 0.5%.

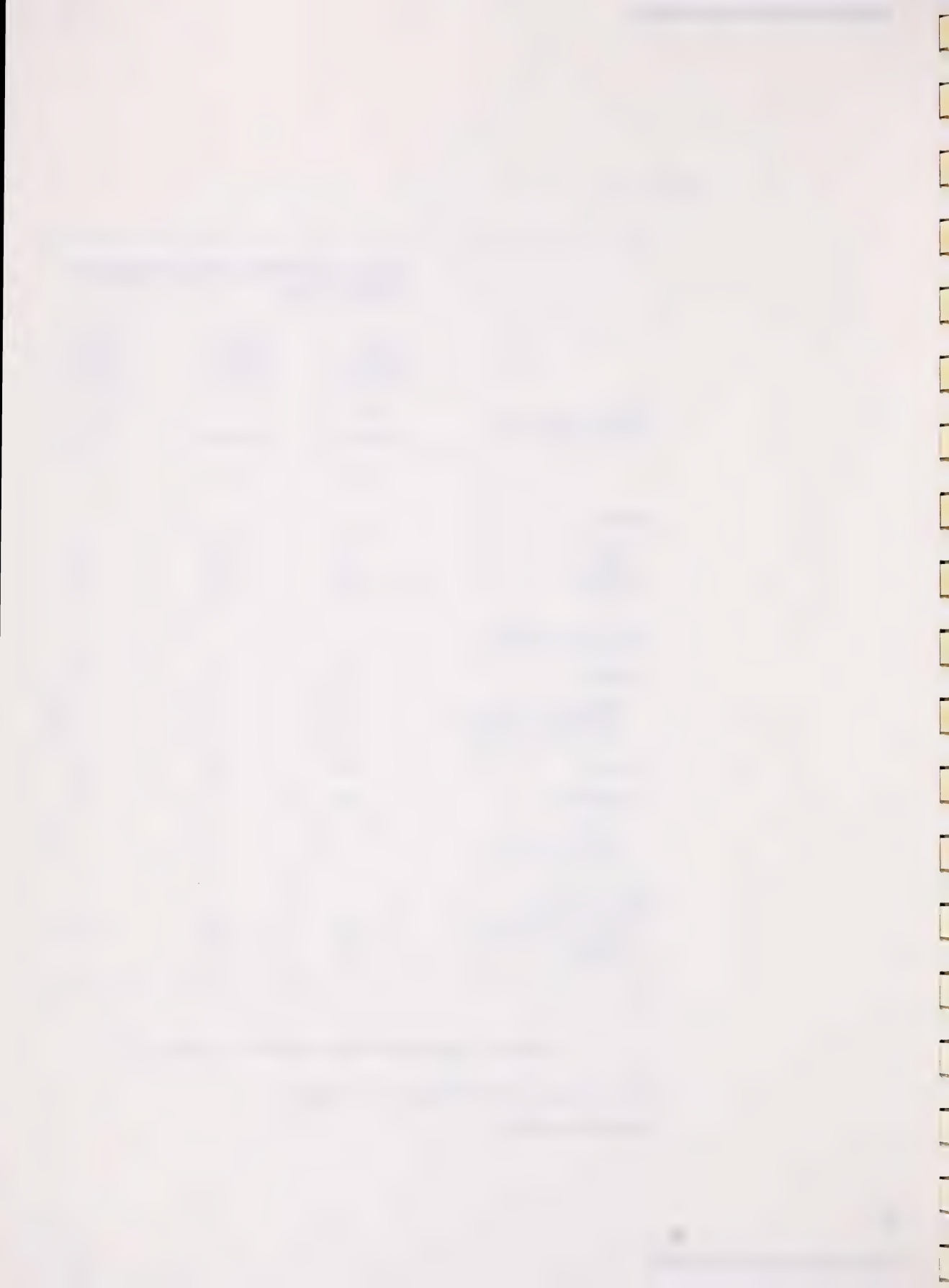


Exhibit 61

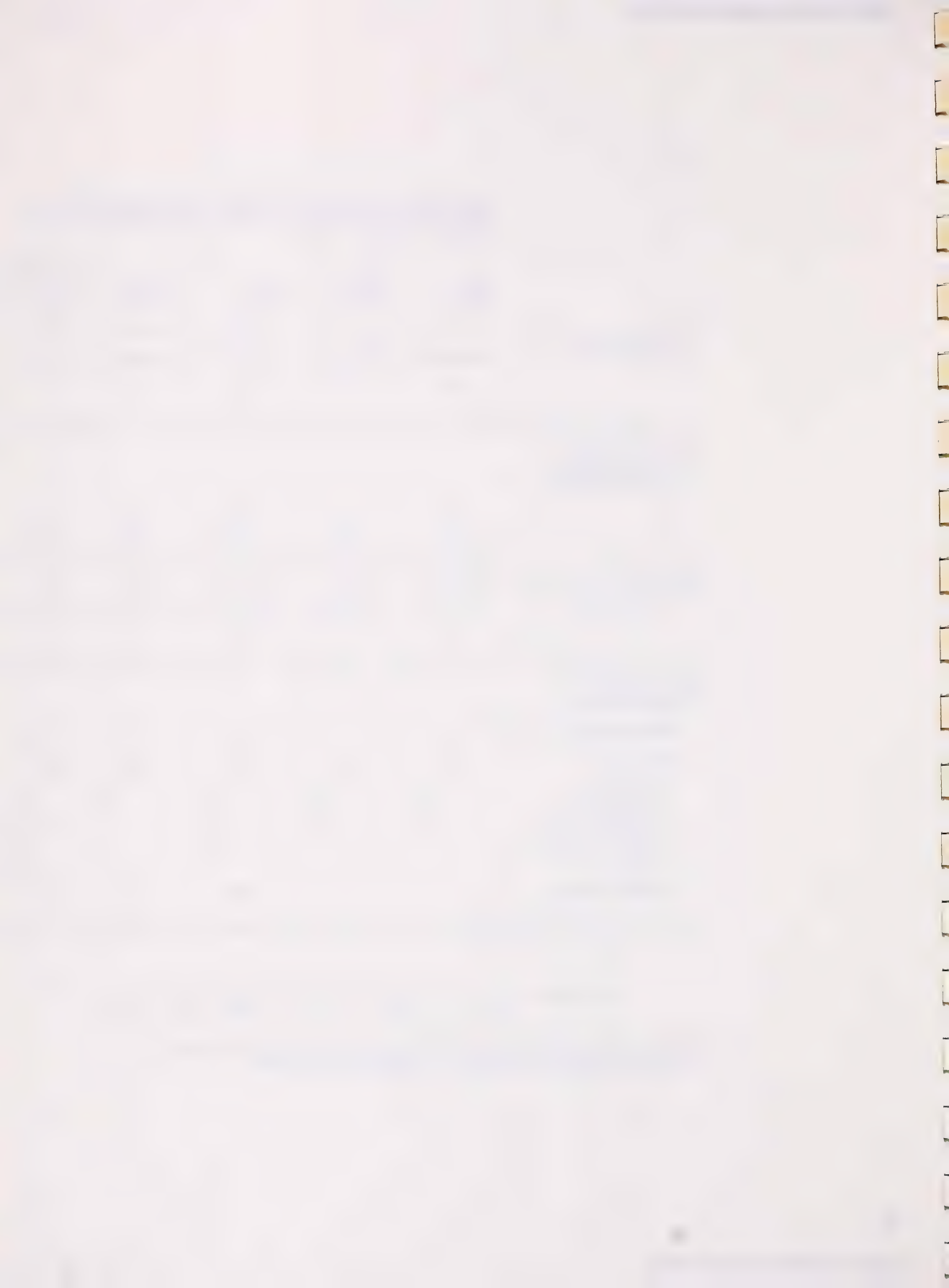
Whether Rocky Mountain National Parks Was Main Destination Of Trip And Entire Trip Purpose Among Person Visitors¹ To...

	<u>Any Park</u>	<u>An Alberta Park</u>	<u>Banff</u>	<u>Jasper</u>	<u>A British Columbia Park</u>
Actual	(2,351)	(2,270)	(1,738)	(1,325)	(538)
Weighted/Projected, In Thousands	(4,084.0)	(3,898.6)	(3,167.5)	(1,598.9)	(748.3)
	‡	‡	‡	‡	‡
<hr/>					
<u>Rocky Mountain National Parks Main Destination</u>					
Yes	61	62	64	54	56
No	39	38	36	46	44
<hr/>					
Actual ²	(2,018)	(1,937)	(1,428)	(1,043)	(384)
Weighted/Projected, In Thousands	(3,894.2)	(3,708.8)	(3,008.1)	(1,439.8)	(666.9)
	‡	‡	‡	‡	‡
<hr/>					
<u>Main Purpose Of Entire Trip</u>					
Business (Any)	8	8	10	7	4
Pleasure	76	76	76	74	86
Vacation	59	59	58	66	78
Recreational					
Day Use	16	16	17	7	6
Visit Vacation					
Home	1	1	1	1	1
Personal (Any)	17	17	16	21	11

(Source: Detailed Tables, Volume I, pages 20-1, 23-1/2)

¹Spent time, money, or went sightseeing in specific park.

²Excludes charter visitors -- question not asked.



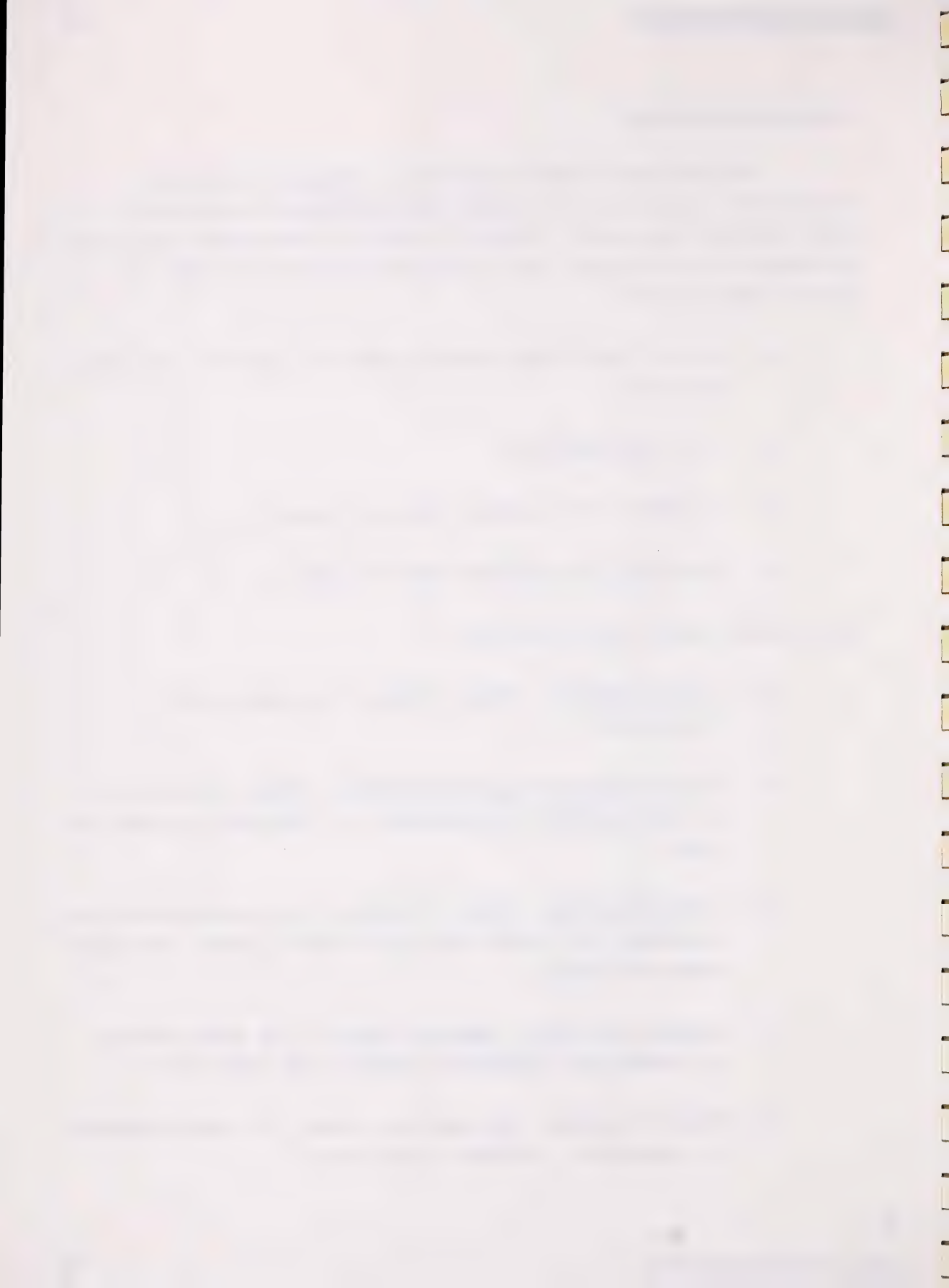
Stage In Life Cycle

Visitors were asked to provide information on their "household, regardless of whether they travelled with you on your trip to the parks". Several items of information were used in conjunction to locate each visitor household in terms of their stage in life:

- Age of chief wage earner (under 45 years or 45 years or more);
- Size of household;
- Incidence of children under 18 years;
- Incidence of children under 6 years.

Life cycle stages are as follows:

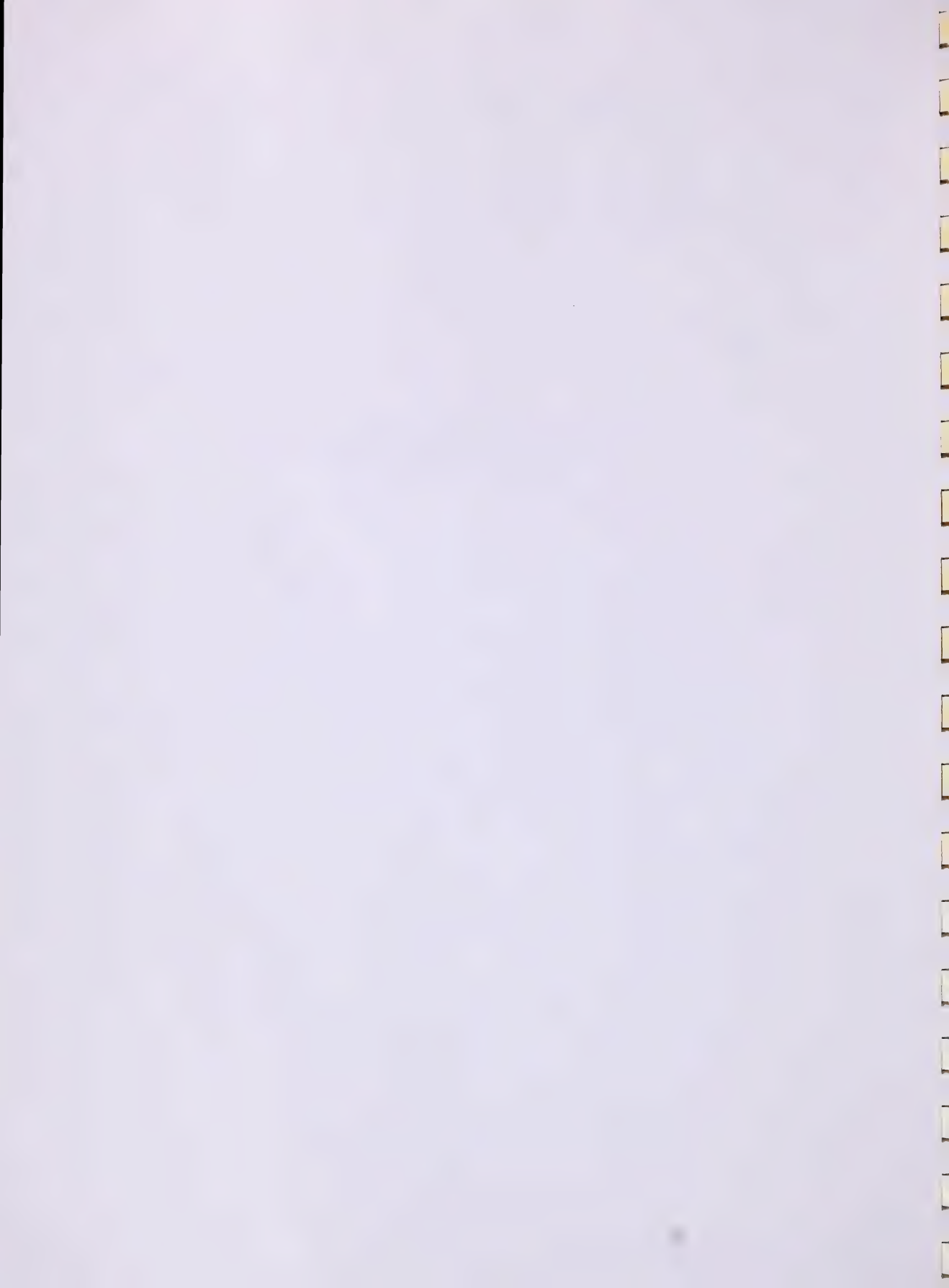
- **Young Singles:** Under 45 years, one person in household.
- **Young Couples/cooperative units:** Under 45 years, 2 or more persons in household, no children 18 years or less.
- **Young Families:** Under 45 years, 2 or more persons in household, at least one child under 6 years (can have older children).
- **Middle Families:** Under 45 years, 2 or more persons in household, children 6 years to 18 years only.
- **Older Families:** 45 years or older, 2 or more persons in household, children of any age.



- Older Singles: 45 years or older, one person in household.
- Older Couples: 45 years or older, 2 or more persons in household, no children 18 years or less.



SUMMER ROADSIDE QUESTIONNAIRE
AND SHOW CARDS



Location: _____	Start: _____	A.M. 13-
		P.M. 14-
Date: _____	Finish: _____	A.M. 15-
Day _____	Month _____	P.M. 16-
Interviewer: _____		18-

INTRODUCTION: Hello, my name is _____ of Ruston/Tomany & Associates. We are conducting a study on behalf of the Governments of Canada, Alberta and British Columbia on the four National Parks, Banff, Jasper, Yoho and Kootenay.

IF RESPONDENT REFUSES TO BE INTERVIEWED BEFORE SCREENING IS COMPLETED, CIRCLE BELOW, AND SAVE THIS SCREENER.

REFUSED BEFORE SCREENING 1 SAVE SCREENER 19-

1. RECORD NUMBER OF PEOPLE IN VEHICLE IN THE TWO AGE GROUPS. IF YOU CANNOT COMPLETE THIS BY OBSERVATION, ASK THE DRIVER TO TELL YOU HOW MANY PEOPLE IN THE VEHICLE ARE:

16 YEARS OR OVER _____ UNDER 16 YEARS _____ 20-
(WRITE IN) (WRITE IN) 21-

(HAND CARD 1) 22-
23-

2-a) Does anyone in this vehicle, who is at least 16 years of age, fall into any of these categories? Just tell me the number(s) opposite the descriptions that apply to any people in this vehicle. RECORD BELOW.

NONE 24- 1 SKIP TO Q.3

On a sales/service call/pick-up/delivery 2
Member of a work crew/employee in Parks 3 TERMINATE
AND SAVE
SCREENER
Commuting to or from work or school 4

Permanent/seasonal resident in Parks 5

-b) Is everyone in this vehicle a permanent/seasonal resident in the parks?

Yes 25- 1 TERMINATE AND SAVE SCREENER

No 2

-c) How many people in this vehicle who are 16 years of age or older are permanent/seasonal residents in the parks? (RECORD BELOW)

RESIDENTS 16+ _____ 26-
(WRITE IN) 27-

None 00

-d) And how many people in this vehicle who are under 16 years of age are permanent/seasonal residents in the Parks? (RECORD BELOW)

RESIDENTS UNDER 16 _____ 28-
(WRITE IN) 29-

None 00

TERMINATE AND SAVE SCREENER



3. IF ONLY ONE PERSON IN VEHICLE 16 YEARS OR OLDER, SKIP TO Q.4. IF MORE THAN ONE PERSON IN VEHICLE 16 YEARS OR OLDER, ASK Q.3. Now, I would like to interview one person from your vehicle. Of all the people 16 years of age or older, whose birthday is next?

WRITE IN NAME OF PERSON WHO HAS THE NEXT BIRTHDAY: _____
AND ADMINISTER REMAINDER OF QUESTIONNAIRE WITH THIS PERSON.

4. (HAND CARD 2) Please look at this map of the four Parks. Do you personally plan to return to areas within the Parks' boundaries before you return home from this trip?

Leaving for the last time 30-1

Plan to return

2 THANY RESPONDENT, TERMINATE INTERVIEW AND SAVE SCREENER

IF RESPONDENT QUALIFIES TO BE INTERVIEWED BUT REFUSES, CIRCLE BELOW AND SAVE THIS SCREENER.

QUALIFIED BUT REFUSED 31-

1 SAVE SCREENER



Roadside Questionnaire

5. Where is your regular place of residence? (WRITE IN CITY, PROVINCE/STATE, COUNTRY).

46-
47-
48-

CITY OR TOWN	PROVINCE OR STATE	COUNTRY
--------------	-------------------	---------

6-a) What is the furthest place from home you have visited or will visit on this trip?

49-
50-
51-

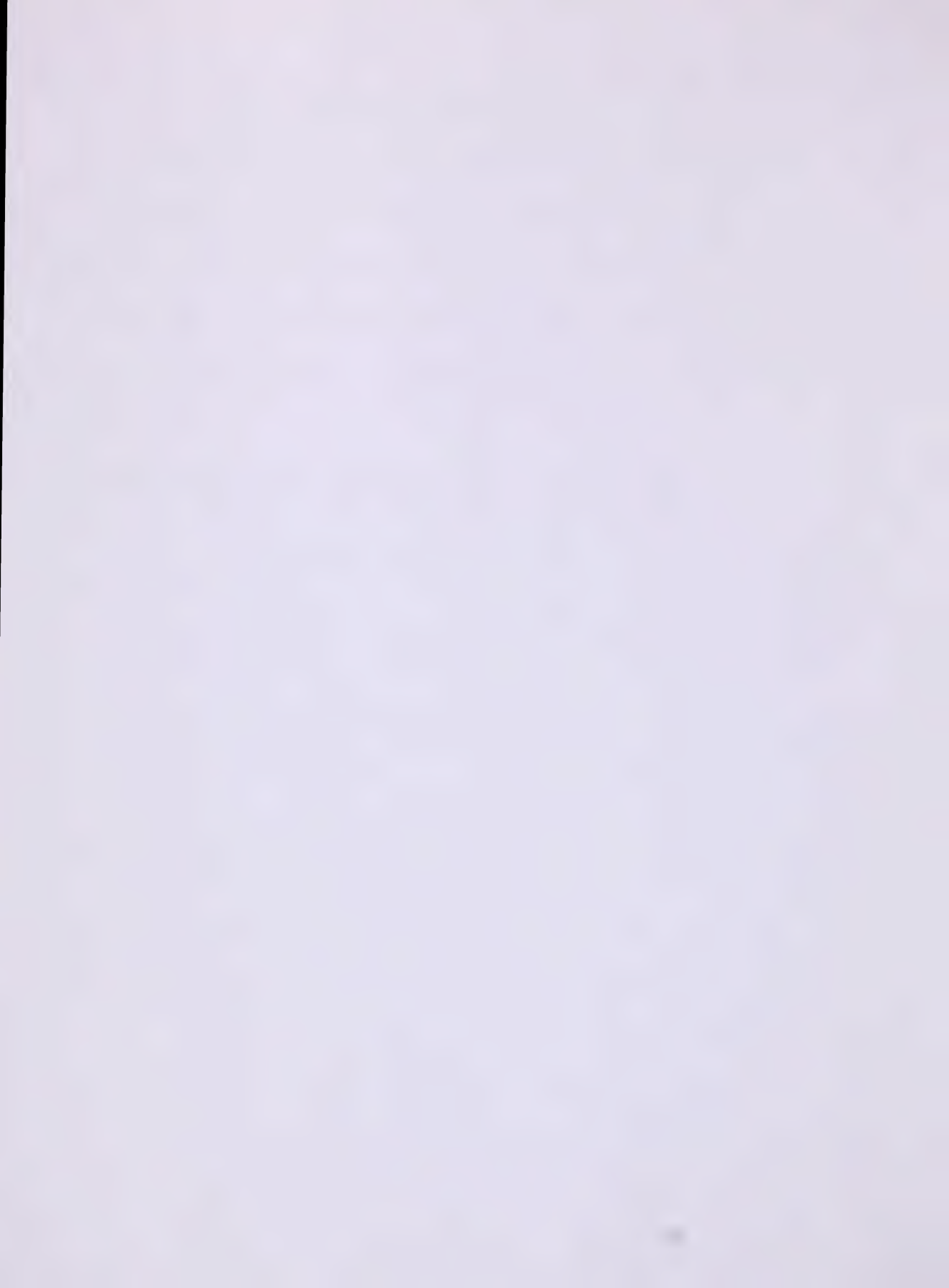
CITY OR TOWN	PROVINCE OR STATE	COUNTRY
--------------	-------------------	---------

-b) Is the National Parks System the main destination of your trip?

Yes	52-1
No	2

-c) (HAND CARD 3) Which one of the descriptions listed on this card best describes the main purpose of your entire trip? RECORD ONE ONLY BELOW.

- Business: Attend a special meeting like a conference, convention, seminar or trade show 53-1
- Other Business 2
- Personal: Family affairs: e.g. visiting friends or relatives, weddings, funerals, etc. 3
- Errands: e.g. shopping, banking, doctor, etc. 4
- Pleasure: Vacation 5
- Recreational day-use 6
- Visit vacation home 7
- Other (SPECIFY) _____



(HAND CARD 2 AGAIN)

7-a) CIRCLE CODE 2 BESIDE THE PARK RESPONDENT IS EXITING FROM AND DO NOT READ THAT PARK. FOR THE OTHER THREE PARKS ASK: Please look again at this map. Since leaving home on this trip, did you at any time enter...(READ EACH PARK EXCEPT CIRCLED ONE)?

	NO	YES
Banff National Park	54- 1	2
Jasper National Park	55- 1	2
Yoho National Park	56- 1	2
Kootenay National Park	57- 1	2

-b) FOR EACH PARK ENTERED IN Q.7-A), ASK:

Did you use or visit Parks information centres, naturalist services, interpretive events or hot springs pools in (READ EACH PARK ENTERED)?

	Banff	Jasper	Yoho	Kootenay
Yes	58-1	59-1	60-1	61-1
No	2	2	2	2

-c) FOR EACH PARK ENTERED IN Q.7-a), ASK:

While in (READ PARK), did you stop and spend any time or money or do any sightseeing or were you just passing through?

	Banff	Jasper	Yoho	Kootenay
Just passing through	62-2	63-2	64-2	65-2
Spent time/money/went sightseeing	1	1	1	1

IF SPENT TIME IN ANY PARK (ANY CODE 1 CIRCLED) SKIP TO VISITOR SECTION (Q.12 TO END).

IF SPENT NO TIME IN ANY PARK (NO CODE 1 CIRCLED), ASK Q.7-d).

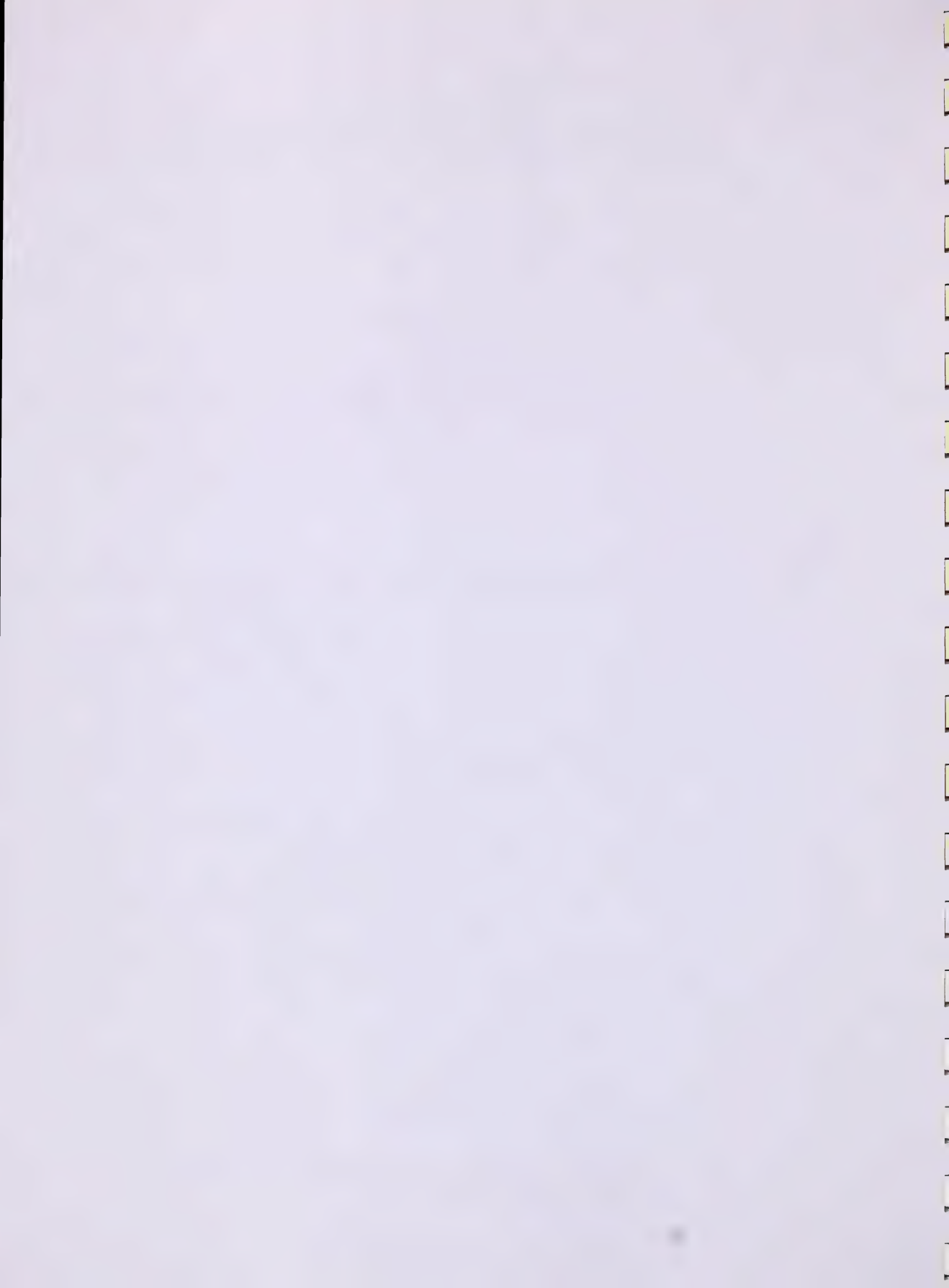
-d) Did you or anyone else in the vehicle stop at all in the Parks to purchase any food or gas or spend any money?

No	66- 2	GO TO PASS-THROUGH SECTION (Q.8-11)
Yes	1	

-e) And in which Parks did you do that?

Banff National Park	67-1
Jasper National Park	2
Yoho National Park	3
Kootenay National Park	4

NOW SKIP TO VISITOR SECTION (Q.12 TO END)



PASS-THROUGH SECTION

8. How many nights, if any, will you be away from home on this entire trip?

SAME DAY TRIP/NO NIGHTS AWAY	000	68-
NUMBER OF NIGHTS	<hr/>	69-
	(WRITE IN)	70-

9. (REFER RESPONDENT TO CARD 2 AGAIN)

Please show me exactly where you entered the National Parks system for the first time on this trip away from home? RECORD CODE FROM MAP FOR POINT OF ENTRY.

Location 1	(HWY 16 - EAST GATE)	71-1
Location 2	(HWY 16 - WEST GATE)	2
Location 3	(HWY 11 - EAST GATE)	3
Location 4	(HWY 1 - WEST GATE)	4
Location 5	(HWY 93 - WEST GATE)	5
Location 6	(HWY 1 - EAST GATE)	6
CAN'T REMEMBER		9

(HAND CALENDAR - CARD 4)

10. What was the date of this first entry into the National Parks System? This calendar may help you recall the date if you cannot easily remember. RECORD DATE BELOW.

<hr/>	<hr/>
Day	Month

11. And was that...(READ LIST)?

Between 6 a.m. and 12 noon	76-1
From noon to six o'clock p.m.	2
Between 6.p.m. and midnight	3
or From midnight to 6 a.m.	4
CAN'T REMEMBER	9

NOW SKIP TO DEMOGRAPHICS SECTION
(Q.21 TO END)



VISITOR SECTION

5-1
6-2

CHECK BACK TO Q. 6-b), PAGE 3. IF NATIONAL PARKS SYSTEM IS MAIN DESTINATION, SKIP TO Q. 12-b). OTHERWISE ASK Q. 12-a).

12-a) (HAND CARD 3 AGAIN)
Which one of the descriptions listed on this card best describes the main purpose of your trip to the National Parks? (RECORD ONE PURPOSE ONLY)

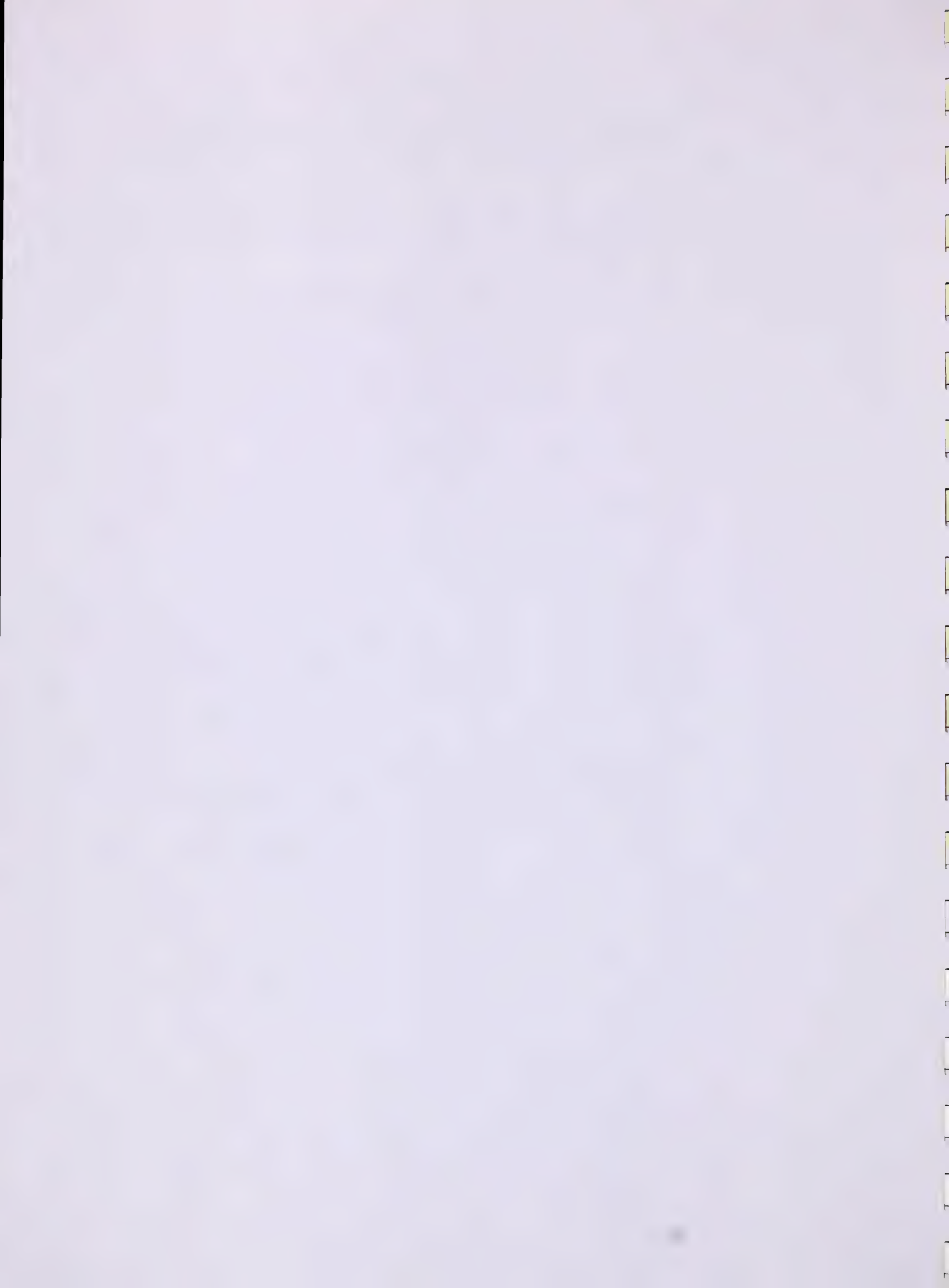
- Business: Attend a special meeting like a conference, convention, seminar or trade show 13-1
- Other Business 2
- Personal: Family affairs: e.g. visiting friends or relatives, weddings, funerals, etc. 3
- Errands: e.g. shopping, banking, doctor, etc. 4
- Pleasure: Vacation 5
- Recreational day-use 6
- Visit vacation home 7
- Just Passing Through 8

-b) How many nights, if any, will you be away from home on this entire trip?

* SAME DAY TRIP/NO NIGHTS AWAY 000 SKIP TO Q. 14 14-
 NUMBER OF NIGHTS 15-
 (WRITE IN) 16-

-c) And how many nights, in total, did you spend in the National Parks since leaving home on this trip?

SPENT NO NIGHTS IN THE PARKS 000 SKIP TO Q. 14 17-
 NUMBER OF NIGHTS IN THE PARKS 18-
 (WRITE IN) 19-



- 13-a) What was the name and location of the accommodation you used for your first (second/third/etc.) overnight stop in the Parks?
- b) (HAND CARD 5.) In which of the accommodation types listed here did you stay in READ LOCATION? IF MORE THAN ONE TYPE OF ACCOMMODATION IN ANY LOCATION, RECORD EACH TYPE ON SEPARATE LINES.
- c) And how many nights did you stay in a READ ACCOMMODATION there? (ASK FOR EACH ACCOMMODATION TYPE USED. REPEAT -a), -b) AND -c) FOR NEXT OVERNIGHT STOP AND ALL SUBSEQUENT OVERNIGHT STOPS IN THE PARK. CONTINUE UNTIL ALL NIGHTS MENTIONED IN Q.12-c) ACCOUNTED FOR.)

Legend

- | | |
|-----------------------------|--|
| 1. Hotel/motel/resort/lodge | 4. Youth Hostel |
| 2. Commercial cottage/cabin | 5. Campsite/trailer park |
| 3. Bed and Breakfast | 6. Back country camping |
| | 7. Friends/relatives/own vacation home |

-a)		-b)		-c)	
<u>Name And Location</u>		<u>Type Of Accommodation</u>		<u># Nights</u>	
20- _____		22-1 2 3 4 5 6 7		_____	23-
26- _____		28-1 2 3 4 5 6 7		_____	29-
32- _____		34-1 2 3 4 5 6 7		_____	35-
38- _____		40-1 2 3 4 5 6 7		_____	41-
44- _____		46-1 2 3 4 5 6 7		_____	47-
50- _____		52-1 2 3 4 5 6 7		_____	53-
56- _____		58-1 2 3 4 5 6 7		_____	59-
62- _____		64-1 2 3 4 5 6 7		_____	65-

CHECK THAT TOTAL NUMBER OF NIGHTS IN Q.13-c) EQUALS NUMBER OF NIGHTS IN Q.12-c).



The following questions are about expenditures made by all the people in this vehicle.

14-a) Were any of the expenses for this trip to the National Parks paid for before you entered the Parks?

No 70- 1 SKIP TO Q.18

Yes 2

(HAND CARD 6)

-b) Did anyone purchase a pre-paid package for this trip which included at least two of the items shown on this card?

No 71- 1 SKIP TO Q.17

Yes 2

15-a) Which of the items on this card were included in the pre-paid package?

TRANSPORTATION

- By Air 72-1
- By Train 2
- By Bus 3
- By Boat 4

ACCOMMODATION

FOOD/BEVERAGE

ENTERTAINMENT/ACTIVITIES/
SIGHTSEEING/TOURS/LIFT TICKETS ETC.

AUTO RENTAL (PICKED UP IN THE PARKS)

AUTO RENTAL (PICKED UP ELSEWHERE)

5
6
7
8
9

IF NONE
CIRCLED
SKIP TO
Q.16

-b) IF TRANSPORTATION (AIR, TRAIN, BUS OR BOAT) MENTIONED IN Q.15-a), ASK: Where did you first board the transportation which was included in your package?

73-
74-
75-

(NEAREST CITY/TOWN) (PROVINCE/STATE) (COUNTRY)

-c) How many nights in total were included in the price of this package? (WRITE IN)

76-
77-
78-

(NUMBER OF NIGHTS) IF NO NIGHTS, SKIP TO -e)

-d) And how many of these nights were spent in the Parks?

13-
14-
15-

5-1 _____ IF NO NIGHTS, SKIP TO -c)

6-3 NUMBER OF NIGHTS IN PARKS)

-e) What was the total amount paid for all people in this vehicle for the pre-paid package? When you tell me the cost, please tell me whether it is in Canadian, U.S., or some other currency.

Amount Can. U.S. Other (SPECIFY) 16-

\$ _____ 20-1 2 _____

-f) And, how many people, including children, does this amount cover?

21-
22-

(WRITE IN NUMBER)



16. Were any other items prepaid for this trip to the Parks?

Yes 23-1

No 2 SKIP TO Q.1E

17-a) (HAND RESPONDENT CARD 7) Which of the items on this card were paid for before you entered the National Parks, but were not purchased as a part of a package or tour? RECORD UNDER Q.17-a) ON GRID BELOW.

FOR EACH ITEM PRE-PAID SEPARATELY, ASK Q.17-b) TO Q.17-e).

- b) What was the total amount paid in advance for all people in this vehicle for (READ ITEM FROM Q.17-a)? RECORD UNDER Q.17-b) ON GRID BELOW.
- c) Is that in Canadian, U.S. or some other currency? RECORD UNDER Q.17-c) ON GRID BELOW.

	Q.17-a) ITEM	Q.17-b) AMOUNT	Q.17-c) CURRENCY		
			CAN.	U.S.	OTHER (SPECIFY)
AUTO RENTAL (PICKED UP IN THE PARKS)	24- 1	\$ _____	1	2	_____ 25-
*ACCOMMODATION	2	\$ _____	1	2	_____ 25-
*FOOD/BEVERAGE	3	\$ _____	1	2	_____ 33-
*ENTERTAINMENT/ ACTIVITIES/ SIGHTSEEING/ TOURS/LIFT TICKETS	4	\$ _____	1	2	_____ 37-
NONE OF THESE	5 SKIP TO Q.1E				

*FOR EACH ASTERISKED ITEM ASK -d) AND -e).

-d) How many nights in total were included in the price of the prepaid (READ ITEM) ? RECORD UNDER -d) BELOW. IF NO NIGHTS INCLUDED, DO NOT ASK Q.17-e).

-e) And how many of these nights were spent in the Parks? RECORD UNDER -e) BELOW.

	-d) TOTAL NIGHTS	-e) NIGHTS IN PARKS
Accommodation	_____ 41-	_____ 50-
Food/Beverage	_____ 44-	_____ 53-
Entertainment	_____ 47-	_____ 56-

18-a) (HAND CARD B) For each expenditure category on this card, please tell me, in Canadian dollars, the total amount spent within the Parks by everyone in the vehicle since leaving home? Include all purchases made by cash, credit card, traveller's cheque and cheque. (IF APPLICABLE: However, do not include the prepaid expenses we have already discussed.)

How much was spent by everyone in the vehicle for...? RECORD AMOUNT AND CURRENCY TYPE FOR EACH CATEGORY LISTED.

	NONE	AMOUNT IN CANADIAN \$	OTHER CURRENCY (SPECIFY)	
Lodging in the Parks, excluding camping/trailer park	59- 01	\$ _____	_____	61-
Camping fees	02	\$ _____	_____	65-
Food and beverages bought in restaurants in the Parks	03	\$ _____	_____	69-
Groceries & Beverages bought in stores in the Parks	04	\$ _____	_____	73-
Vehicle Gas & Oil, maintenance or repairs bought from stations within the Parks	05	\$ _____	_____	77-
Transportation <u>within</u> the Parks including shuttle buses, taxis, etc.	06	\$ _____	_____	5-1 6-4 13-
Auto Rental for vehicles picked up in the Parks	07	\$ _____	_____	17-
Recreation & Entertainment including tours, tickets, equipment rentals, etc.	08	\$ _____	_____	21-
Conference or convention registration fees	09	\$ _____	_____	25-
Park entrance fees/licence fees	10	\$ _____	_____	29-
Retail store purchases, such as souvenirs, equipment, film, clothing, etc.	60- 11	\$ _____	_____	33-

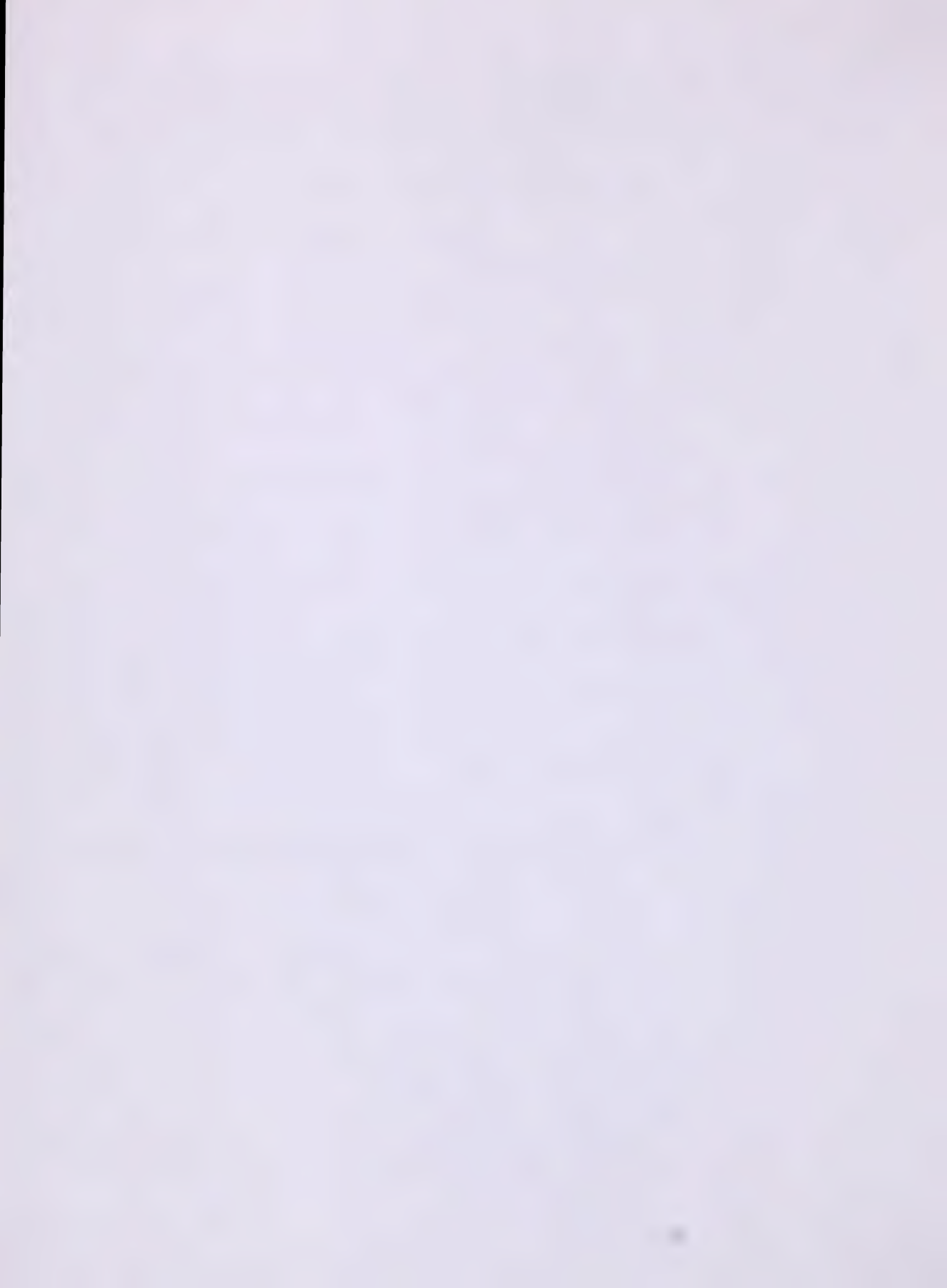
IF RETAIL PURCHASES MORE THAN \$300 CANADIAN OR \$200 U.S., ASK:
-b) Did you or anyone in this vehicle purchase any individual items
which cost more than \$300 Canadian (or \$200 U.S.)?

No 37- 1 SKIP TO Q.19

Yes 2

-c) What were those items and how much did each cost? RECORD BELOW.

	ITEM	AMOUNT	
38-	_____	_____	44-
40-	_____	_____	48-
42-	_____	_____	52-



NOTE: IF RESPONDENT UNWILLING TO OR CANNOT BREAK DOWN EXPENDITURES, ASK:

18-d) Please just give me your best estimate of the total amount spent by everyone in the vehicle while in the National Parks system for the items shown on the card. RECORD AMOUNT AND CURRENCY BELOW.

TOTAL ESTIMATE \$ _____ (AMOUNT) _____ (CURRENCY)

NOW COMPLETE REMAINING QUESTIONS WITH ORIGINAL RESPONDENT ONLY.

REFER BACK TO Q.7-a). IF RESPONDENT ENTERED BANFF AND/OR JASPER NATIONAL PARKS, ASK Q.19-a), -b) AND -c), OTHERWISE SKIP TO Q.20.

19-a) What attracted you or influenced your decision to travel to the Banff/Jasper National Parks system on this trip? (RECORD VERBATIM)

_____ 61-

_____ 62-

_____ 63-

-b) Overall, would you rate your visit to the Banff/Jasper National Parks System as (READ LIST)...?

- Excellent 64- 1
- Very Good 2
- Good 3
- Fair 4
- or Poor 5
- DON'T KNOW 9

-c) What attractions, facilities or services would you like to see established or improved in Banff or Jasper National Parks? (RECORD VERBATIM)

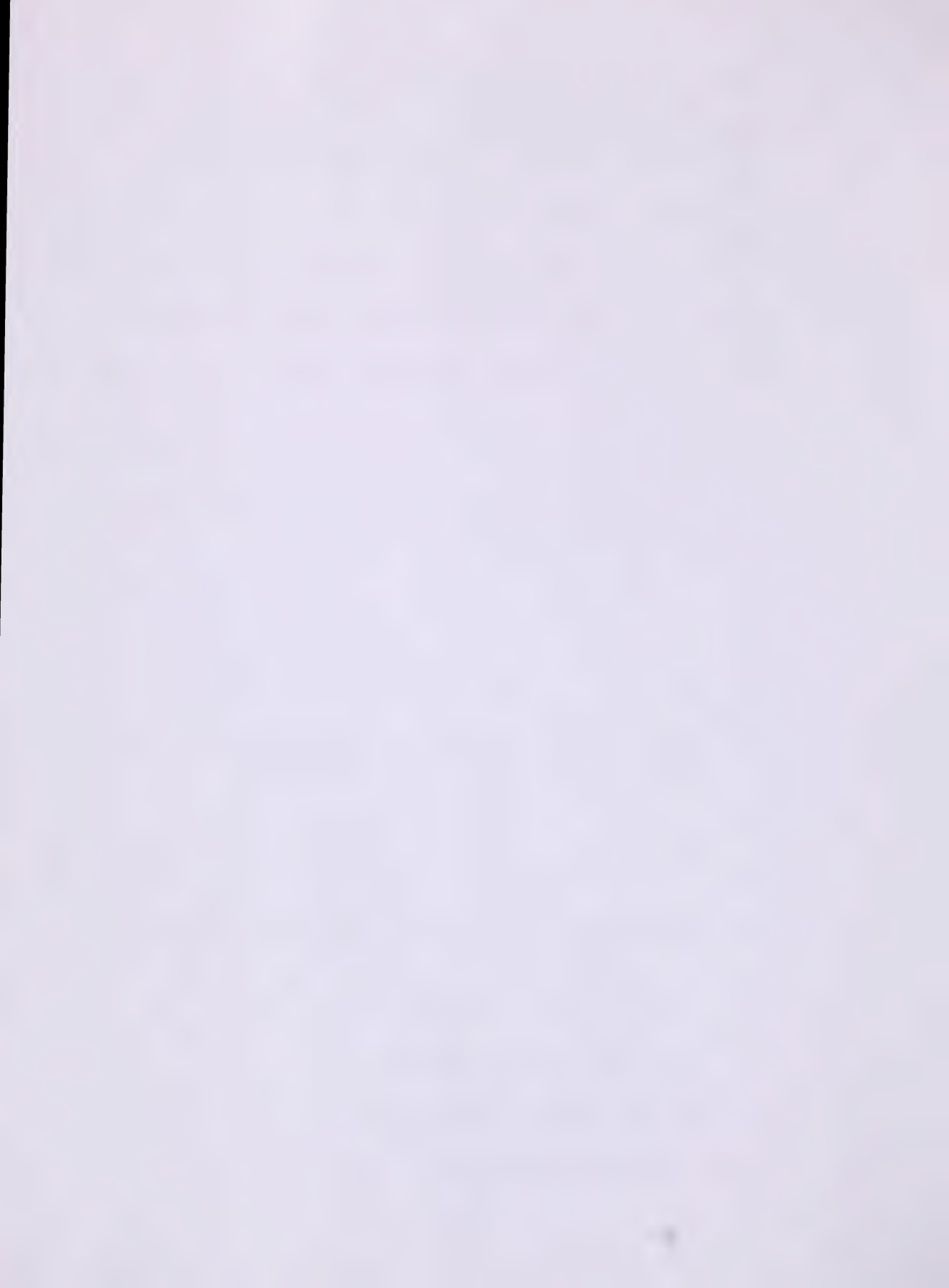
_____ 65-

_____ 66-

_____ 67-

20-a) (HAND CARD) Which of the statements on this card best describes the impact the staging of the 1988 Winter Olympics had on your decision to make this trip?

- I visited the Parks because I was in the area to help stage, cover or participate in Olympic events 68- 1
- Things I saw or heard about in connection with the Olympics made me want to visit the Parks 2
- I had to reschedule my plans to visit the Parks because of the Olympics 3
- OR The Olympics had nothing to do with my decision to visit the Parks 4



DEMOGRAPHICS SECTION

I just have a few more questions to help us classify the information.

21. **HAND CARD 9.** Please tell me the age and sex of everyone in this vehicle, starting with yourself and then continuing from oldest to youngest. Please just tell me the letter beside the appropriate age category.

	Respondent	<u>All other occupants of vehicle</u>							
		<u>1</u>	<u>2</u>	<u>3</u>	<u>4</u>	<u>5</u>	<u>6</u>	<u>7</u>	
A 0-5 years	69-1	71-1	73-1	75-1	13-1	15-1	17-1	19-1	
B 6-15 years	2	2	2	2	2	2	2	2	
C 16-19 years	3	3	3	3	3	3	3	3	
D 20-24 years	4	4	4	4	4	4	4	4	
E 25-34 years	5	5	5	5	5	5	5	5	
F 35-44 years	6	6	6	6	6	6	6	6	
G 45-54 years	7	7	7	7	7	7	7	7	
H 55-64 years	8	8	8	8	8	8	8	8	
I 65-74 years	9	9	9	9	9	9	9	9	
J 75 years or over	0	0	0	0	0	0	0	0	
<u>SEX</u>		5-1	6-5						
Male	70-1	72-1	74-1	76-1	14-1	16-1	18-1	20-1	
Female	2	2	2	2	2	2	2	2	

22. **HAND CARD 10.** Which letter best describes the last year of schooling you completed?

A Some elementary/grade school	21- 1
B Completed elementary/grade school	2
C Some high school/secondary school	3
D Completed high school/secondary school	4
E Technical or vocational school/Community College/CEGEP	5
F Some University	6
G Completed University	7
H Post Graduate courses/degree	8

23. What is your occupation? I don't mean the name of the company, but just the type of job and type of company. (IF RETIRED, CHECK BOX)

_____ IN _____ 22-

(TYPE OF JOB) (TYPE OF COMPANY)

RETIRED



24. Can I please get your name and complete mailing address including postal/zip code?

RESPONDENT NAME: _____

ADDRESS: _____

CITY/TOWN: _____ PROVINCE/STATE: _____

POSTAL/ZIP CODE: _____ 23-

IF FROM CANADA OR UNITED STATES ASK:

My supervisor may want to call you to verify that I conducted this interview. At what phone number can you usually be reached?

AREA CODE

TELEPHONE NUMBER

RECORD VEHICLE TYPE

<u>Vehicle Type</u>		<u>Towed Equipment</u>	
Automobile/Van	29-1		
Light Truck/Pick-up	2	Tent Trailer	30-1
Truck Camper	3	Travel Trailer	2
Motorhome/R.V.	4	Horse Trailer	3
Motorcycle	5	2nd Vehicle	4
Bicycle	6		
Hiker/Pedestrian	7		
Other (SPECIFY)	_____		

IF RESPONDENT IS PASS-THROUGH (Q.8 TO 11), DO NOT GIVE MAILBACK. SAY:

Thank you very much for your co-operation. In appreciation we would like you to have this Alberta souvenir.

IF RESPONDENT IS VISITOR (Q.12 TO 20), SAY:

Thank you very much for taking part in this survey. I would like to leave this questionnaire with you to fill out and mail back to us.

The envelope provided is already addressed and stamped for your convenience. Your answers will help to improve park services and facilities in the future.

IF FROM OUTSIDE CANADA READ:

Will you be mailing this from Canada or the United States? (HAND APPROPRIATE ENVELOPE).

Please complete and return this questionnaire in the next few days, if possible.

In appreciation for your cooperation, we would like you to have this Alberta souvenir.

CARD 1
(Q.2-A)

- 2 ON A SALES CALL, A SERVICE CALL, A PICK-UP OR DELIVERY
- 3 A MEMBER OF A WORK-CREW OR AN EMPLOYEE IN THE PARKS
- 4 COMMUTING TO OR FROM WORK OR SCHOOL
- 5 A PERMANENT OR SEASONAL RESIDENT IN THE PARKS



TO EDMONTON

HINTON

FORGE

JASPER

JASPER NATIONAL PARK

JASPER

2

NATIONAL

SURMONTA FALLS

93

PARK

COLUMBIA ICEFIELD

DOVER

TO ROCKY MOUNTAIN HOUSE

BANFF

3

NATIONAL

PARK

LAKE LOUISE

EMERALG LAKE TUNNELS

YOHO

4

GOLDEN

NATIONAL

PARK

KOOTENAY

MORRISSE LAKE

BANFF

JOHNSTON CANYON

LAKE MINERWATER

6

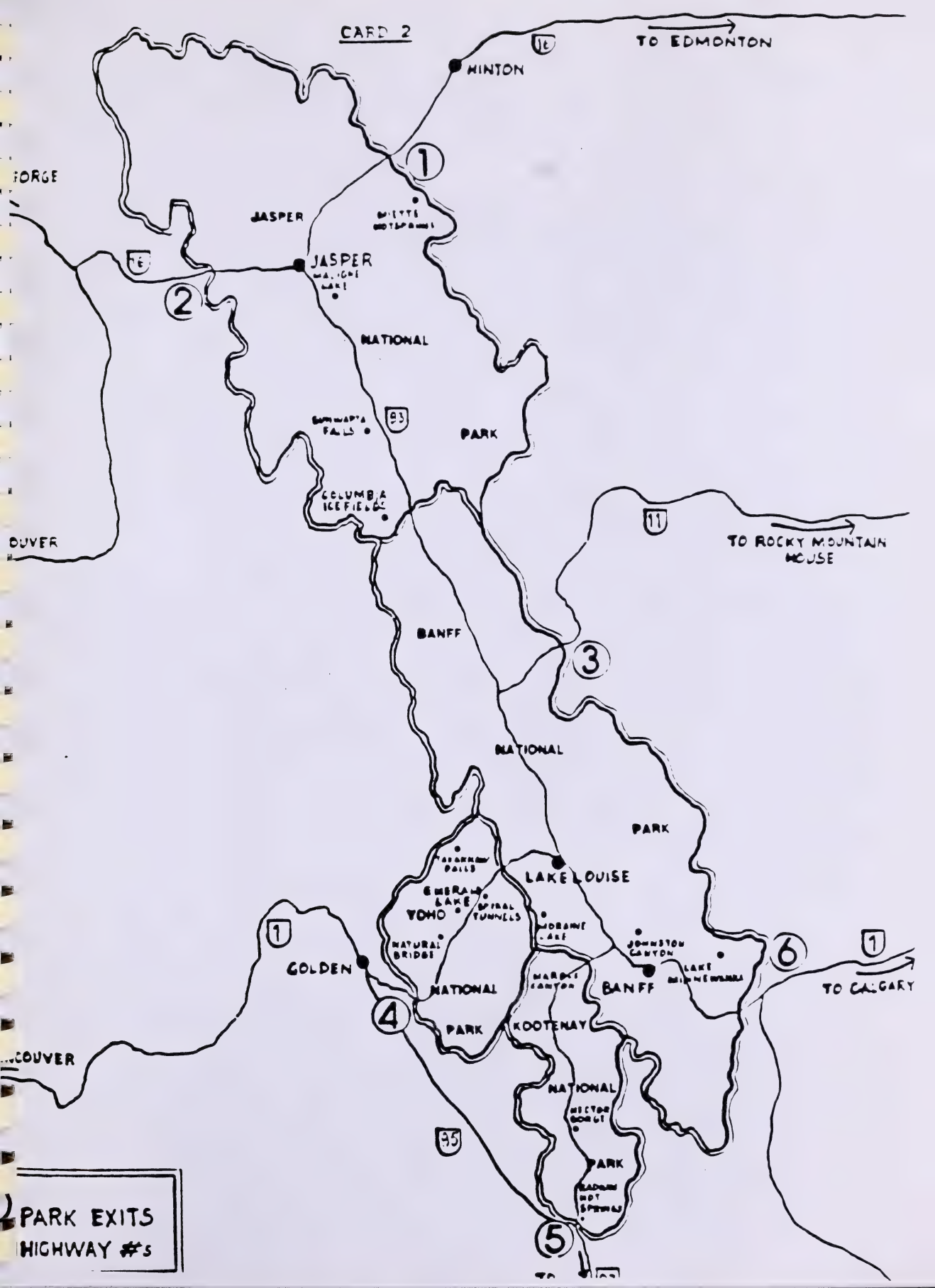
TO CALGARY

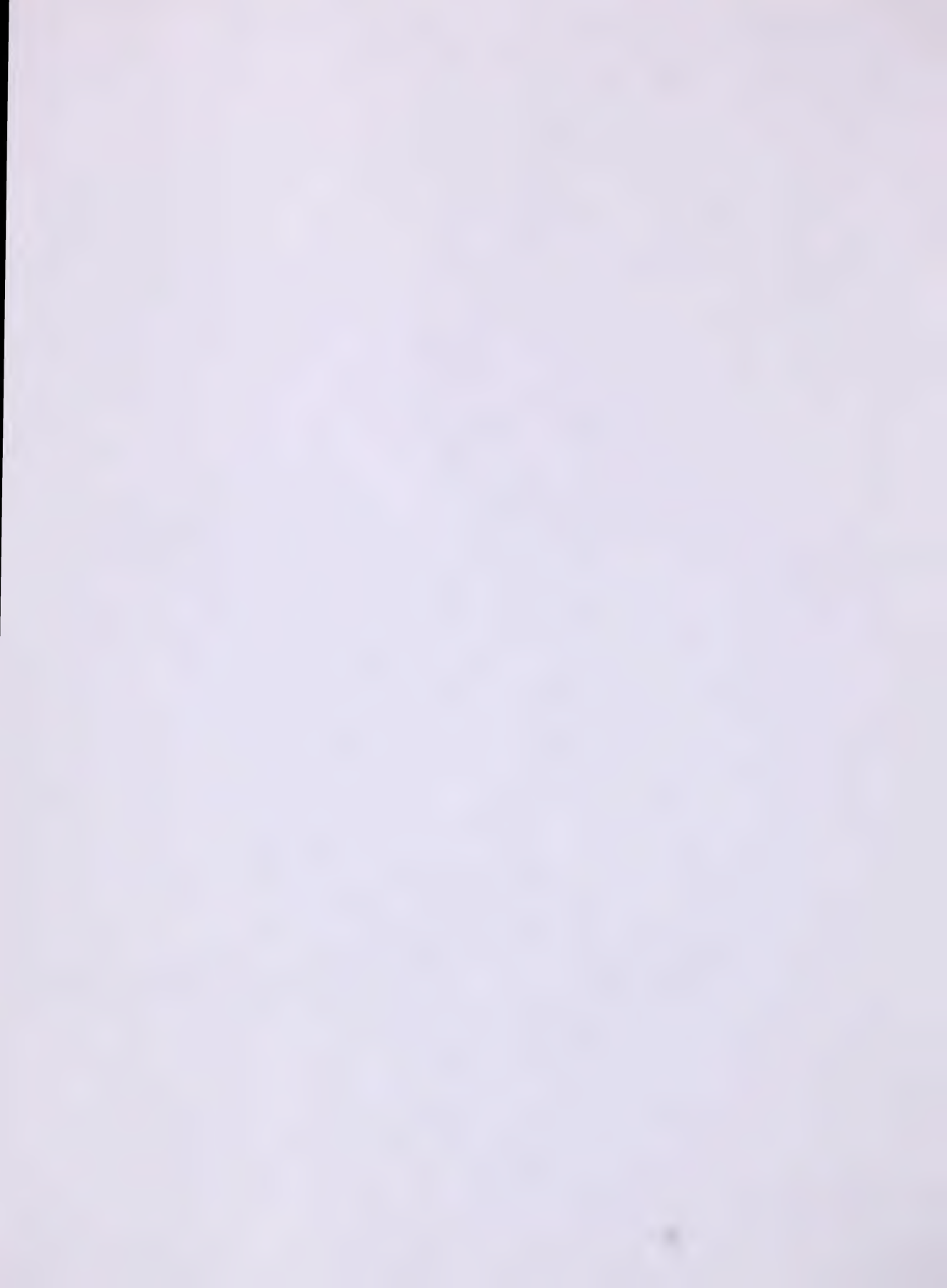
DOVER

5

TO ...

PARK EXITS
HIGHWAY #'s





CARD 3

(Q.6-C, Q.12-A)

BUSINESS: ATTENDING A SPECIAL MEETING LIKE
A CONFERENCE, CONVENTION, SEMINAR
OR TRADE SHOW

OTHER BUSINESS

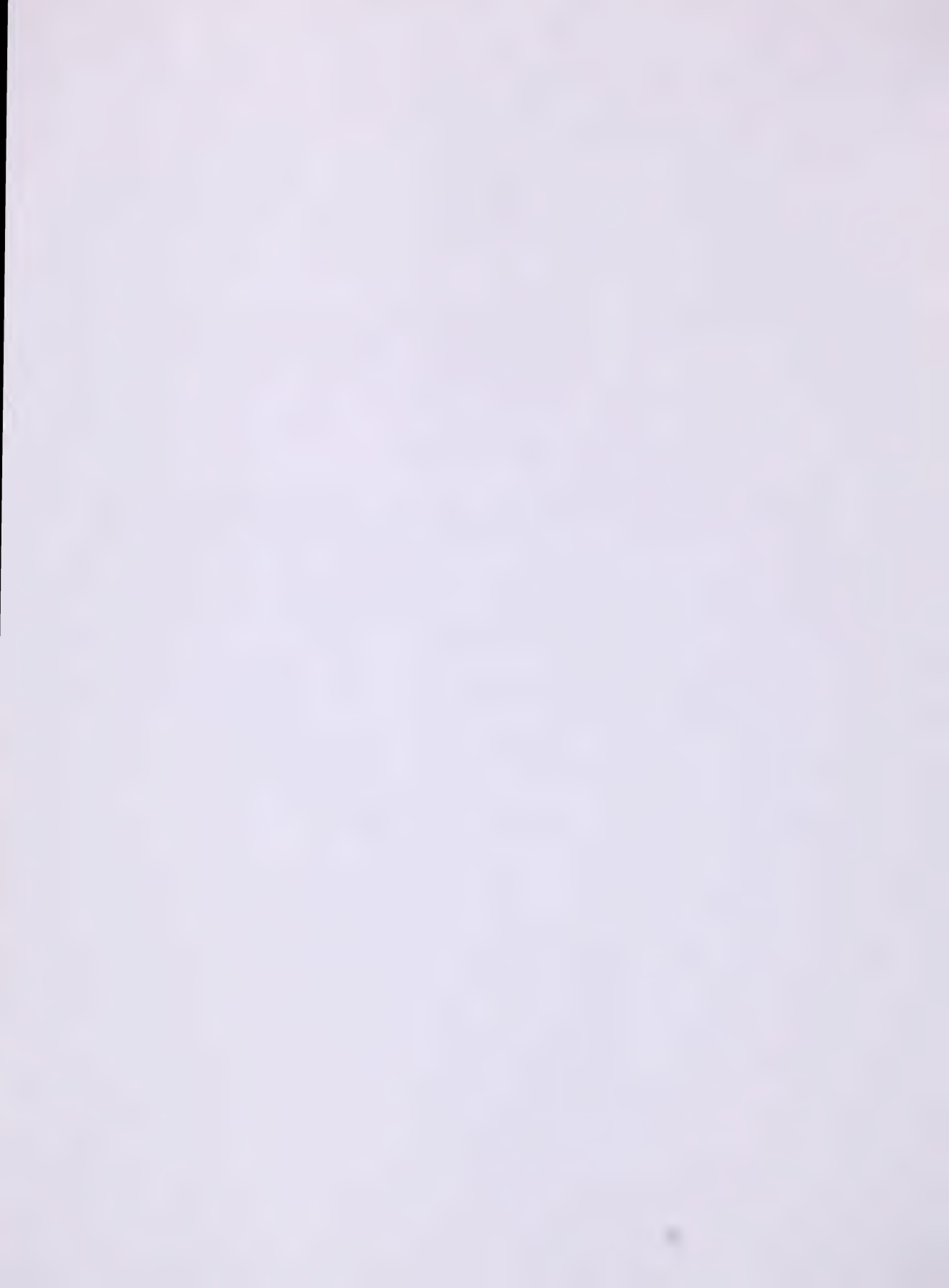
PERSONAL: FAMILY AFFAIRS: E.G. VISITING FRIENDS
OR RELATIVES, WEDDINGS, FUNERALS, ETC.

ERRANDS: E.G. SHOPPING, BANKING,
DOCTOR, ETC.

PLEASURE: VACATION

RECREATIONAL DAY-USE

VISITING VACATION HOME



CARD 4
(Q.12)

1987

JANUARY

S	M	T	W	T	F	S
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31

JULY

S	M	T	W	T	F	S
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31

FEBRUARY

S	M	T	W	T	F	S
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30				

AUGUST

S	M	T	W	T	F	S
						1
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9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30	31					

MARCH

S	M	T	W	T	F	S
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	31			

SEPTEMBER

S	M	T	W	T	F	S
						1
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16	17	18	19	20	21	22
23	24	25	26	27	28	29
30						

APRIL

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9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30	31					

OCTOBER

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16	17	18	19	20	21	22
23	24	25	26	27	28	29
30	31					

MAY

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16	17	18	19	20	21	22
23	24	25	26	27	28	29
30	31					

NOVEMBER

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						1
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16	17	18	19	20	21	22
23	24	25	26	27	28	29
30						

JUNE

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23	24	25	26	27	28	29
30						

DECEMBER

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16	17	18	19	20	21	22
23	24	25	26	27	28	29
30	31					

1988

JANUARY

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						1
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23	24	25	26	27	28	29
30	31					

JULY

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						1
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FEBRUARY

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23	24	25	26	27	28	29
30						

AUGUST

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9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30	31					

MARCH

S	M	T	W	T	F	S
						1
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9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30	31					

SEPTEMBER

S	M	T	W	T	F	S
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9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30						

APRIL

S	M	T	W	T	F	S
						1
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9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30						

OCTOBER

S	M	T	W	T	F	S
						1
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9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30	31					

MAY

S	M	T	W	T	F	S
						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30	31					

NOVEMBER

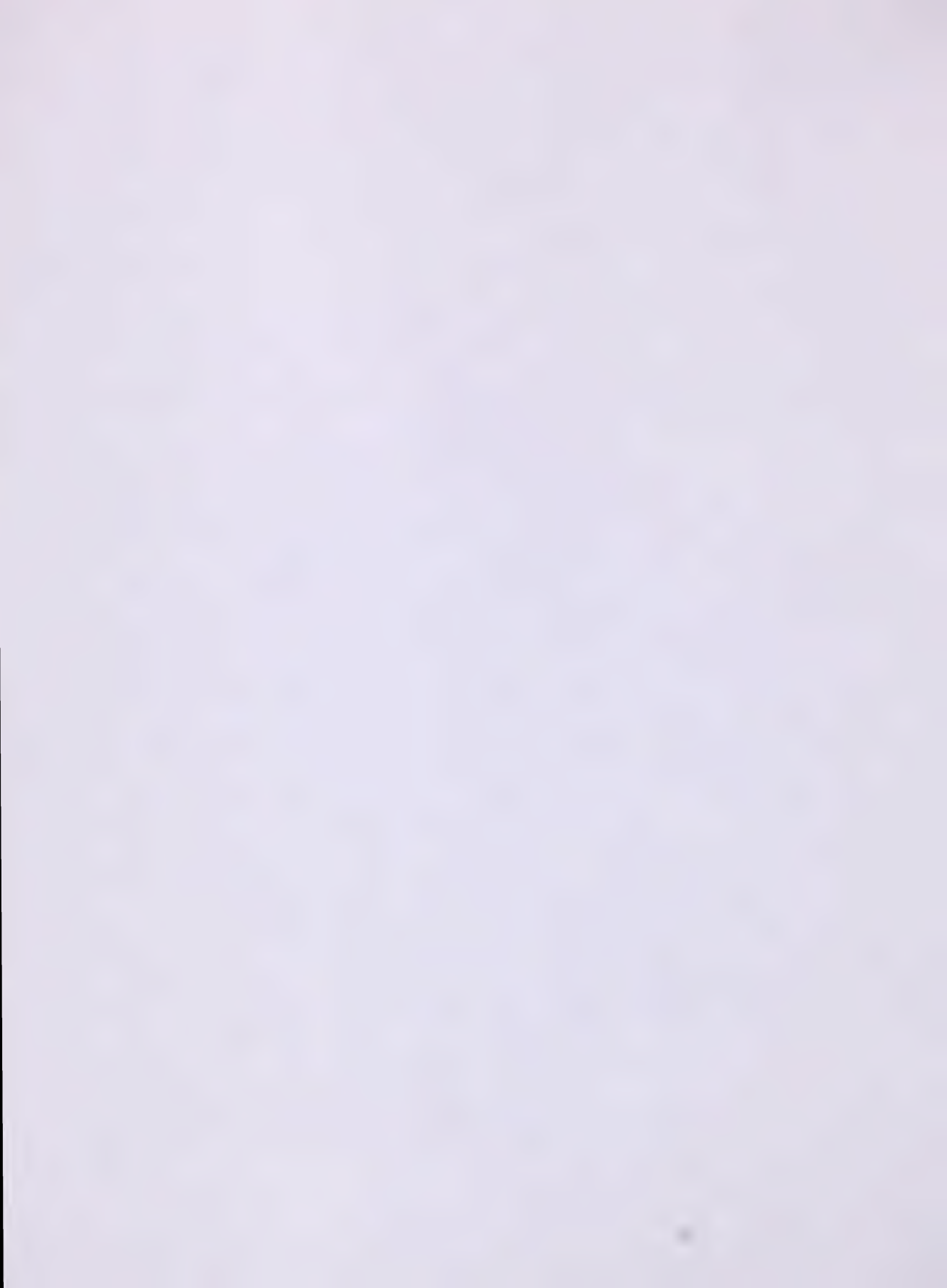
S	M	T	W	T	F	S
						1
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9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30						

JUNE

S	M	T	W	T	F	S
						1
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9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30	31					

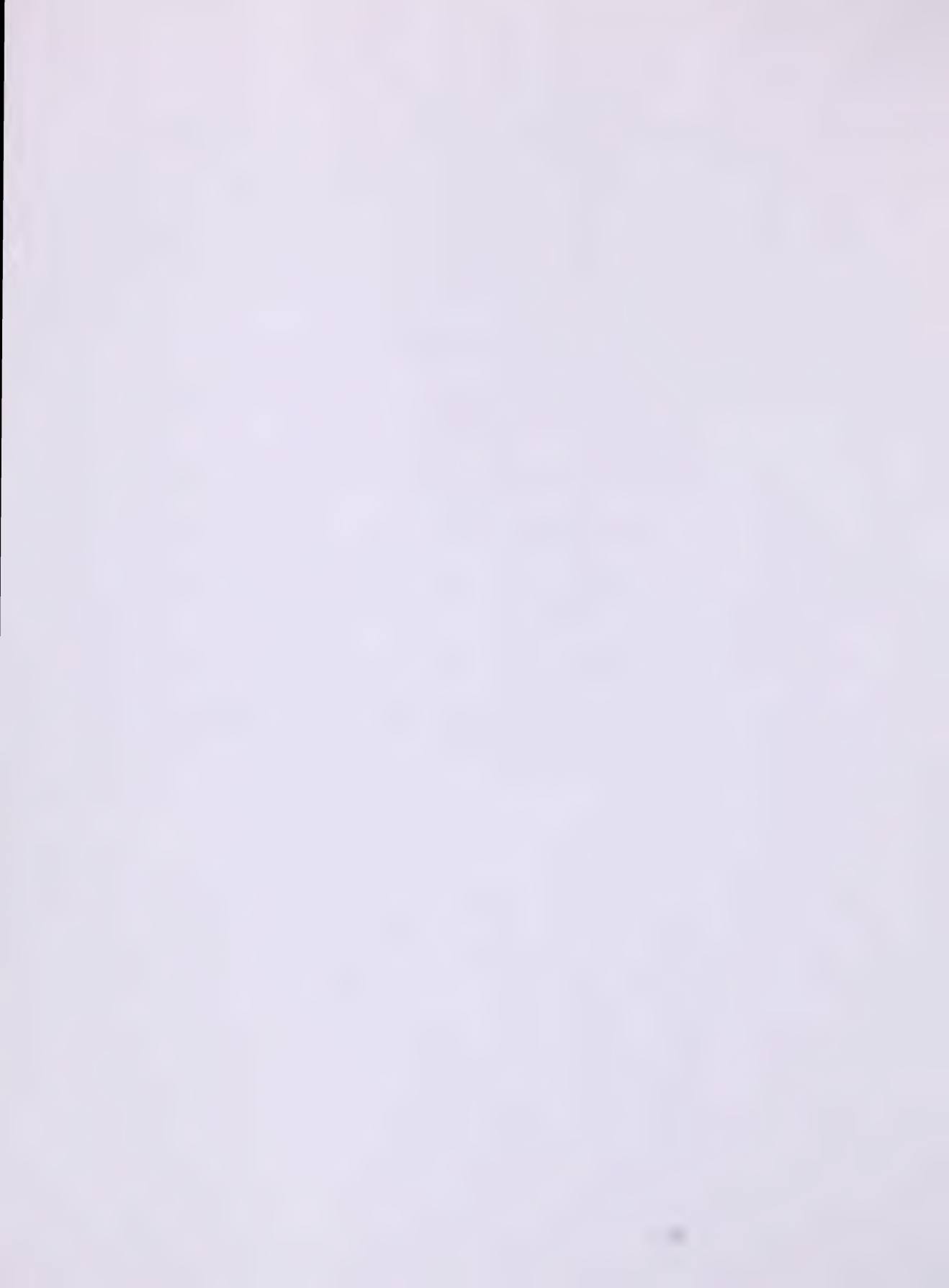
DECEMBER

S	M	T	W	T	F	S
						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30	31					



CARD 5
(Q.13-B)

1. HOTEL, MOTEL, RESORT OR LODGE
2. COMMERCIAL COTTAGE OR CABIN
3. BED AND BREAKFAST ESTABLISHMENT
4. YOUTH HOSTEL
5. CAMPSITE OR TRAILER PARK
6. BACK COUNTRY CAMPING
7. WITH FRIENDS OR RELATIVES OR AT YOUR OWN VACATION HOME



CARD 6

(Q.14-B)

TRANSPORTATION:

BY AIR

BY TRAIN

BY BUS

BY BOAT

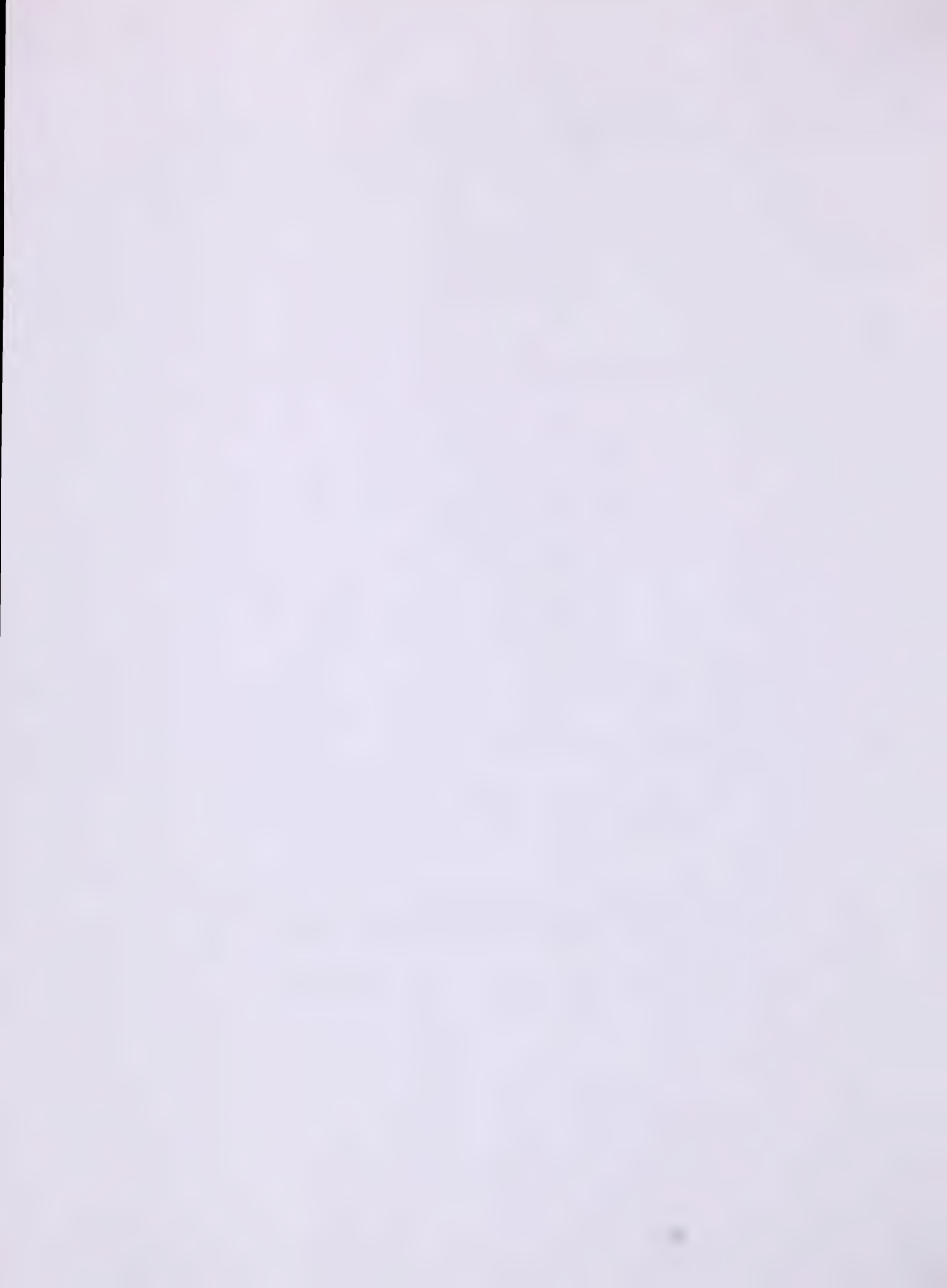
ACCOMMODATION

FOOD OR BEVERAGE

ENTERTAINMENT, ACTIVITIES, SIGHTSEEING,
TOURS, OR LIFT TICKETS, ETC.

AUTO RENTAL (PICKED UP IN BANFF, JASPER,
YOHO OR KOOTENAY NATIONAL PARKS)

AUTO RENTAL (PICKED UP ELSEWHERE)



CARD 7

(Q.17-A)

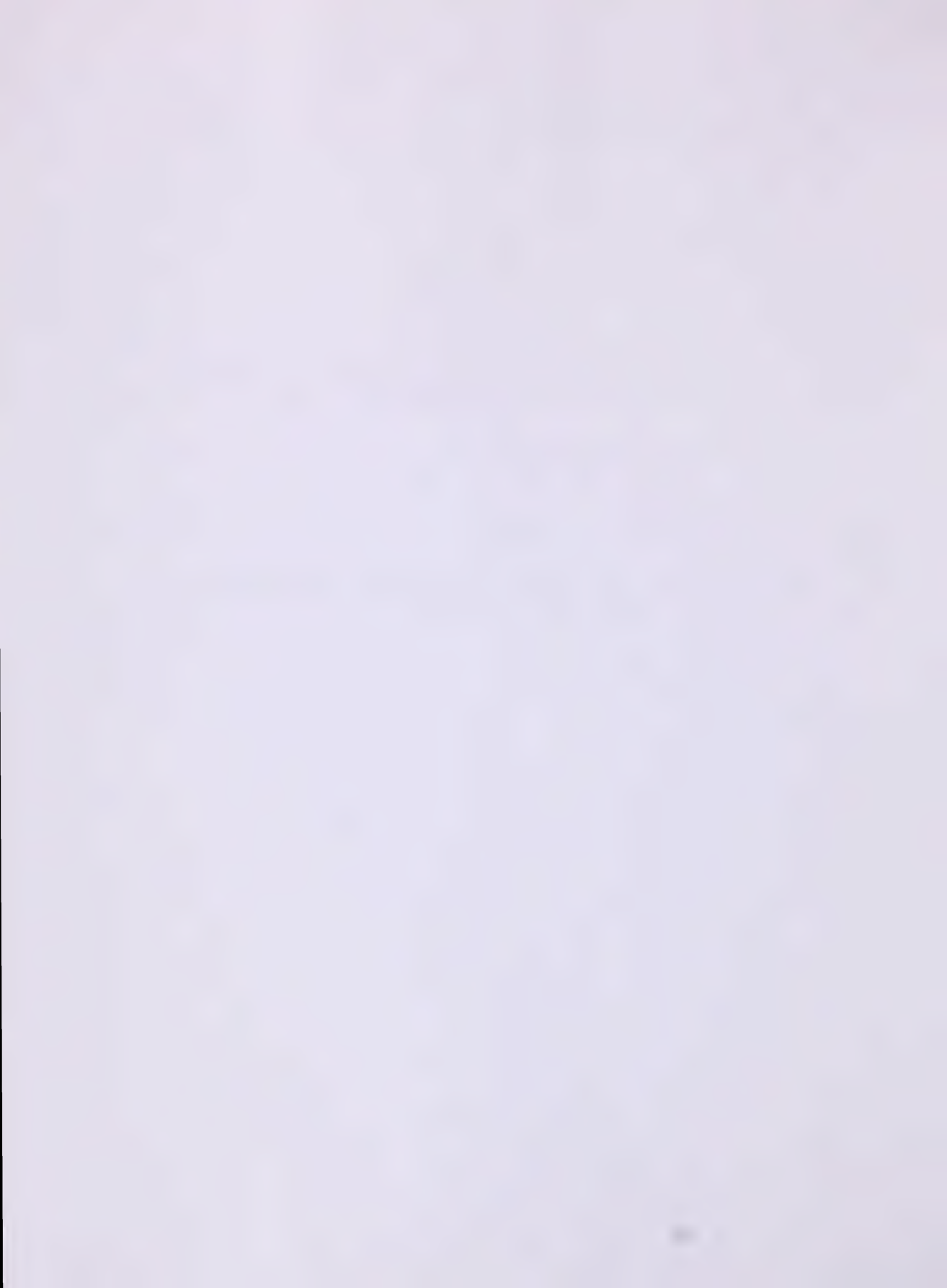
AUTO RENTAL (PICKED UP IN BANFF, JASPER,
YOHO OR KOOTENAY NATIONAL PARKS

ACCOMMODATION

FOOD OR BEVERAGE

ENTERTAINMENT, ACTIVITIES, SIGHTSEEING,
TOURS OR LIFT TICKETS

NONE OF THESE



CARD 8
(Q.18-A)

LODGING IN THE PARKS, EXCLUDING CAMPING OR TRAILER PARK

CAMPING FEES

FOOD AND BEVERAGES BOUGHT IN RESTAURANTS, HOTELS OR BARS
IN THE PARKS

GROCERIES & BEVERAGES BOUGHT IN STORES IN THE PARKS

VEHICLE GAS & OIL, MAINTENANCE OR REPAIRS BOUGHT
FROM STATIONS WITHIN THE PARKS

TRANSPORTATION WITHIN THE PARKS, INCLUDING SHUTTLE
BUSES, TAXIS, ETC.

AUTO RENTAL FOR VEHICLES PICKED UP IN THE PARKS

RECREATION & ENTERTAINMENT INCLUDING TOURS, TICKETS,
EQUIPMENT RENTALS, ETC.

CONFERENCE OR CONVENTION REGISTRATION FEES

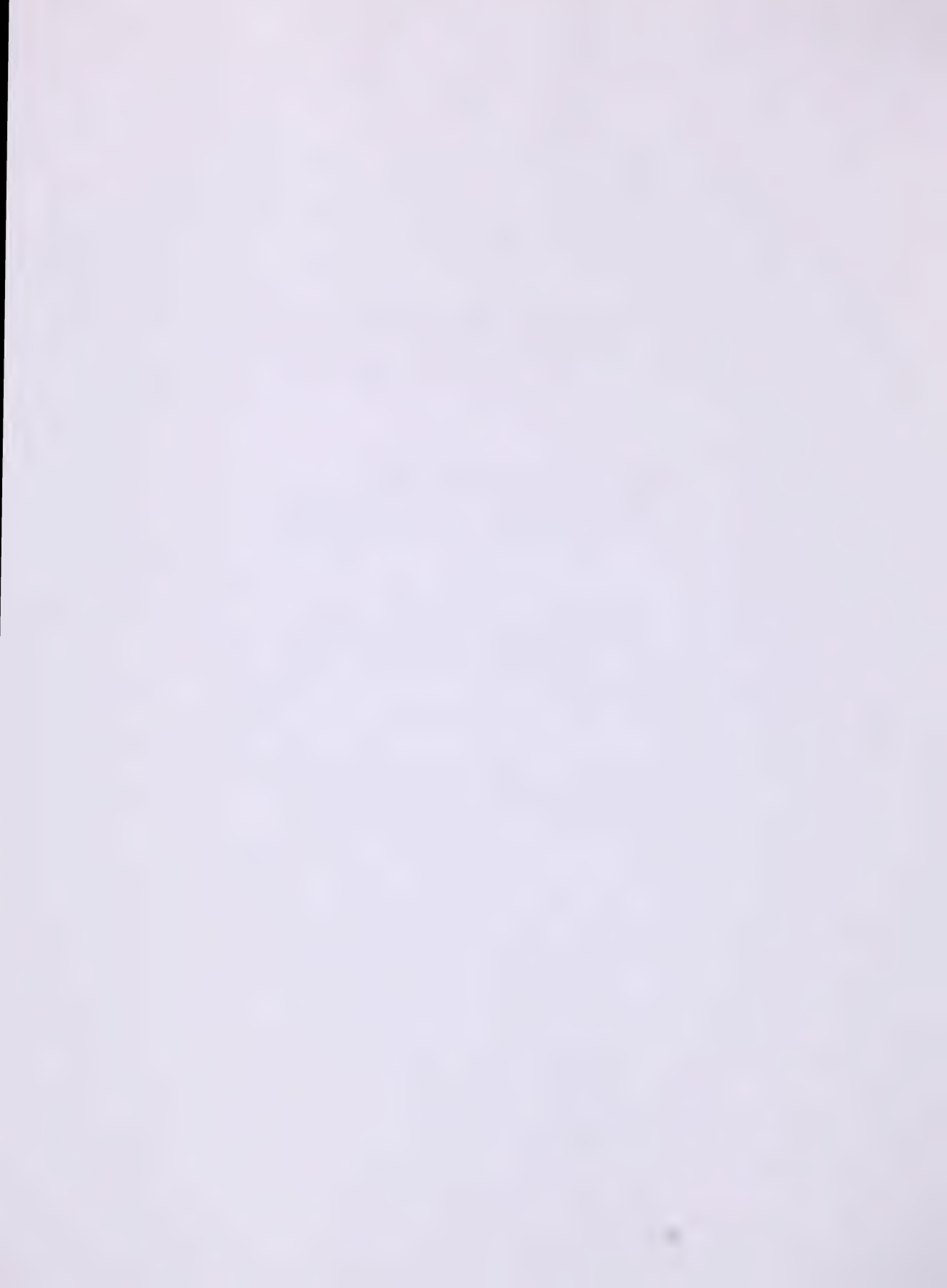
PARK ENTRANCE FEES/LICENCE FEES

RETAIL STORE PURCHASES, SUCH AS SOUVENIRS, EQUIPMENT,
FILM, CLOTHING, ETC.



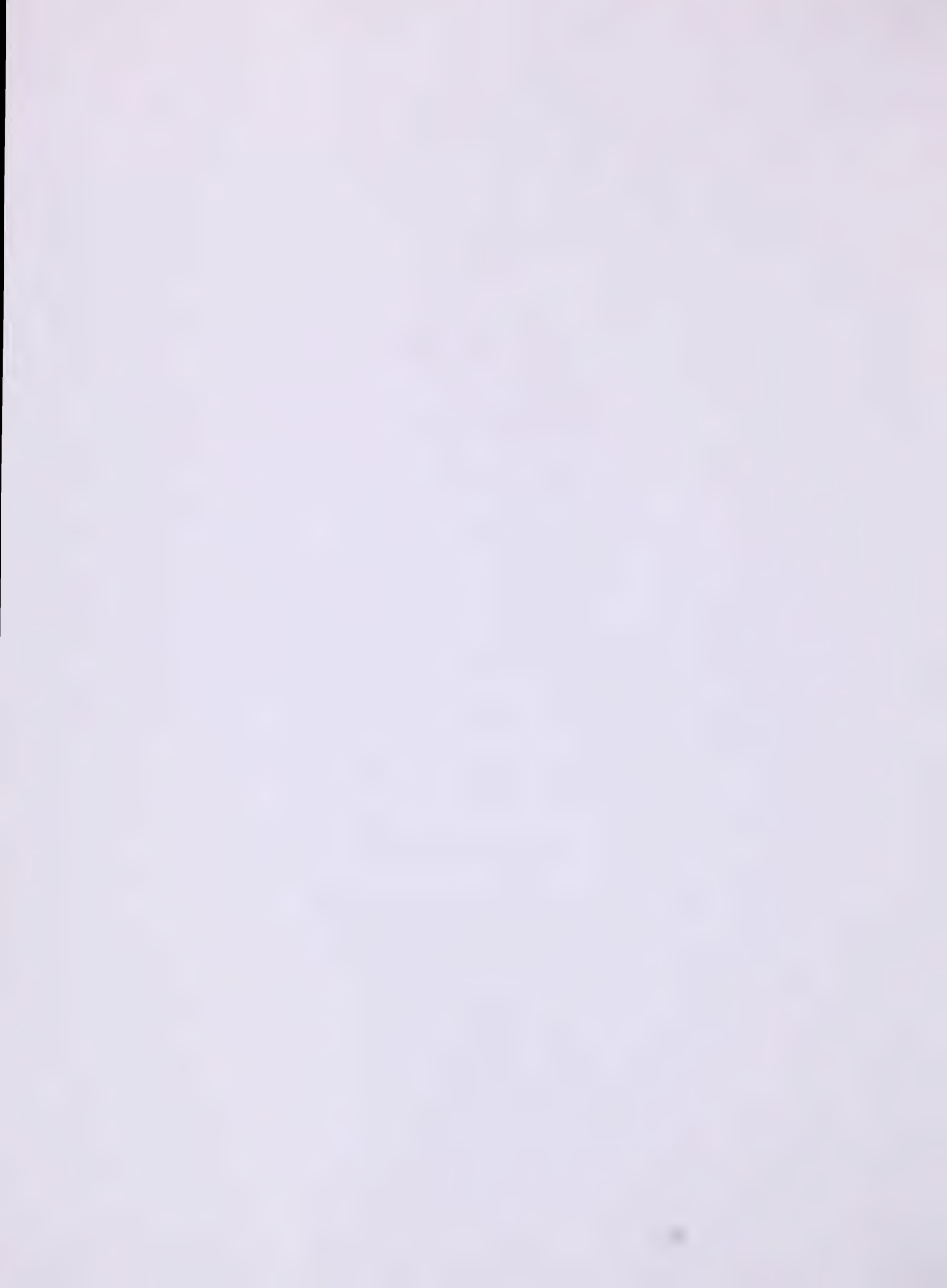
CARD FOR Q.2?

- 1 I VISITED THE PARKS BECAUSE I WAS IN THE AREA TO HELP STAGE, COVER OR PARTICIPATE IN OLYMPIC EVENTS
- 2 THINGS I SAW OR HEARD ABOUT IN CONNECTION WITH THE OLYMPICS MADE ME WANT TO VISIT THE PARKS
- 3 I HAD TO RESCHEDULE MY PLANS TO VISIT THE PARKS BECAUSE OF THE OLYMPICS
- OR 4 THE OLYMPICS HAD NOTHING TO DO WITH MY DECISION TO VISIT THE PARKS



CARD 9
(Q.21)

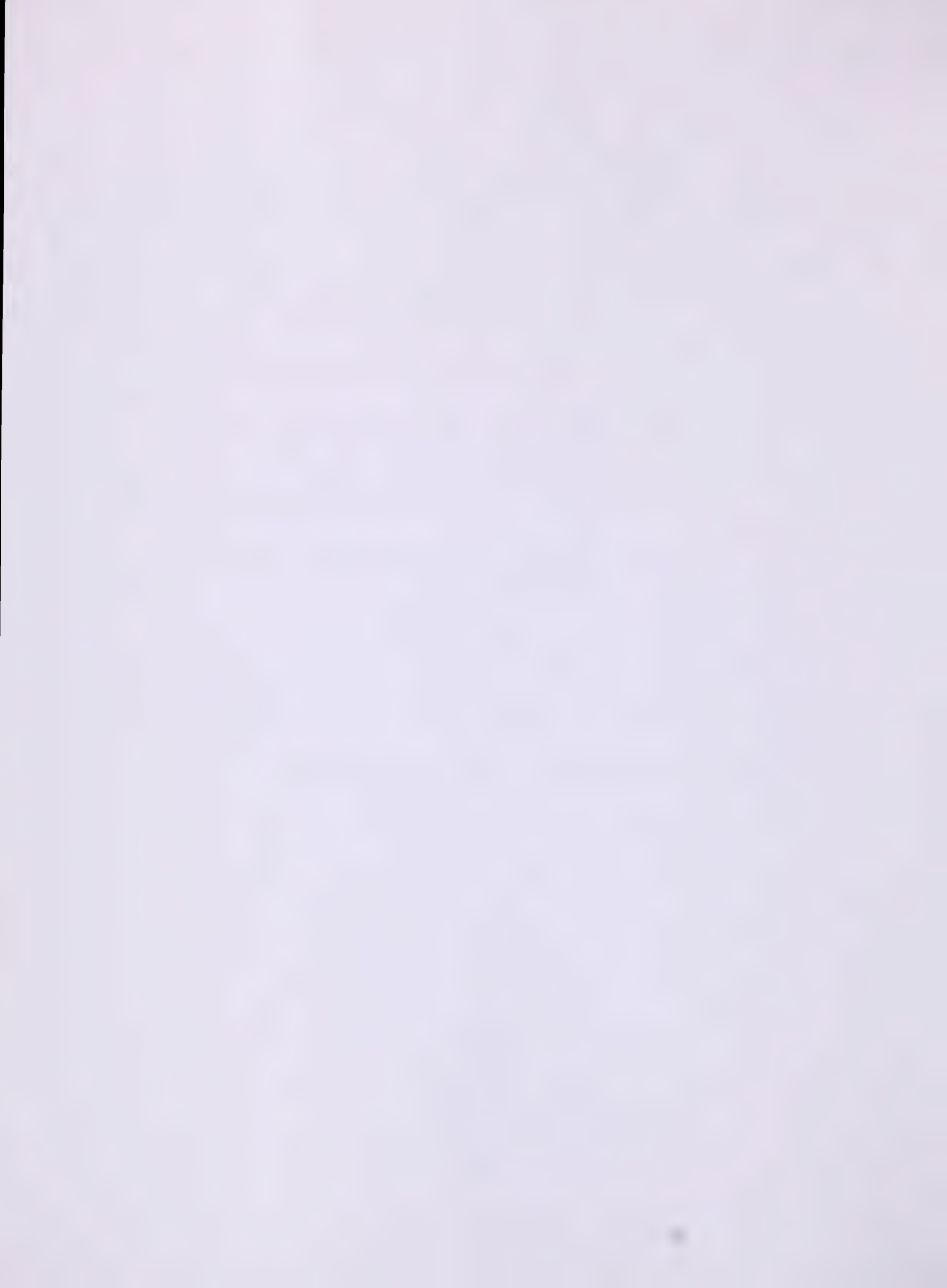
- A 0-5 YEARS
- B 6-15 YEARS
- C 16-19 YEARS
- D 20-24 YEARS
- E 25-34 YEARS
- F 35-44 YEARS
- G 45-54 YEARS
- H 55-64 YEARS
- I 65-74 YEARS
- J 75 YEARS OR OVER



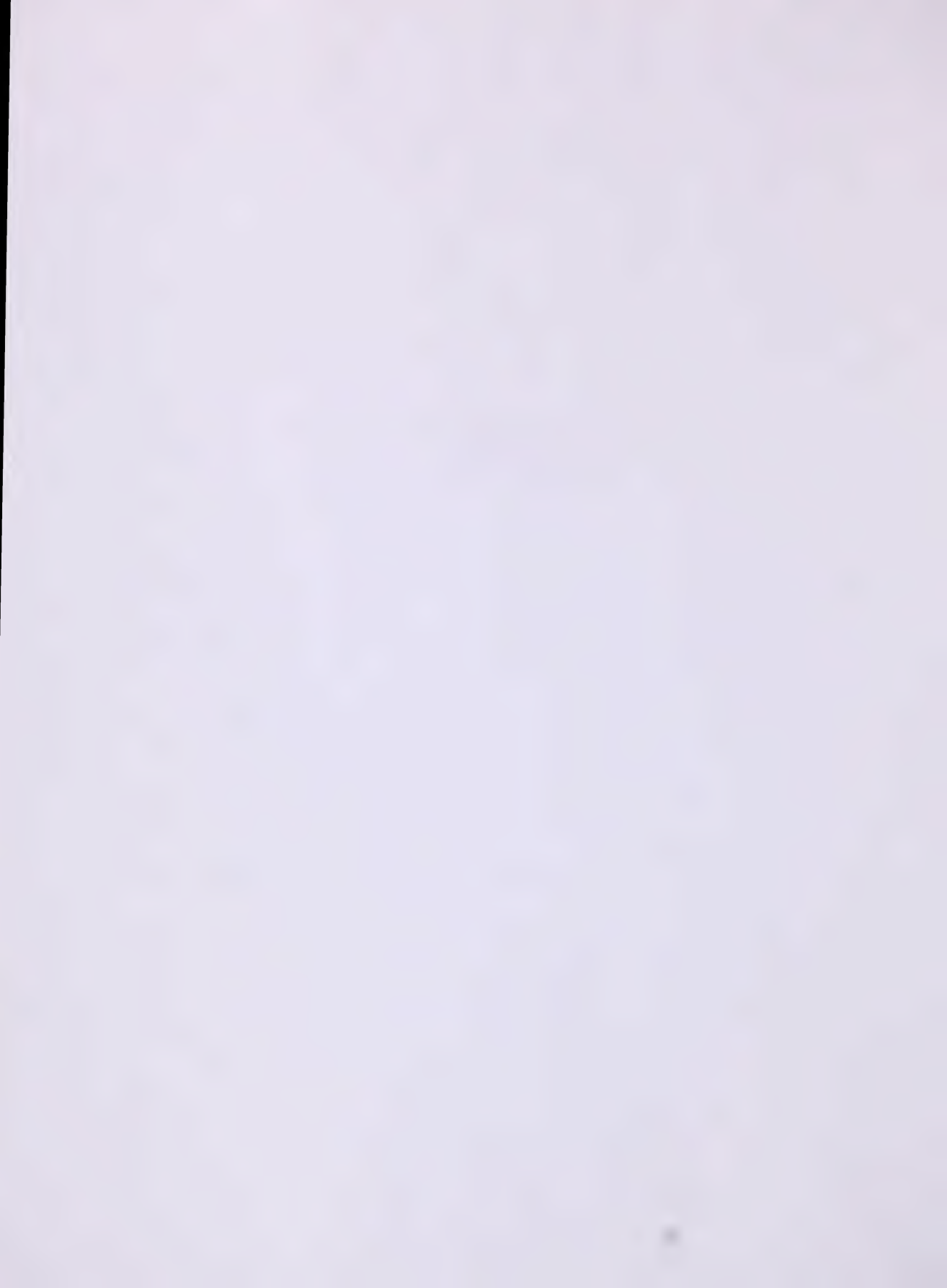
CARD 10

(Q.22)

- A SOME ELEMENTARY OR GRADE SCHOOL
- B COMPLETED ELEMENTARY OR GRADE SCHOOL
- C SOME HIGH SCHOOL OR SECONDARY SCHOOL
- D COMPLETED HIGH SCHOOL OR SECONDARY SCHOOL
- E TECHNICAL OR VOCATIONAL SCHOOL, COMMUNITY COLLEGE OR CEGEP
- F SOME UNIVERSITY
- G COMPLETED UNIVERSITY
- H POST GRADUATE COURSES OR DEGREE



WINTER ROADSIDE QUESTIONNAIRE
AND SHOW CARDS



Ruston/Tomany & Associates Ltd.

R/T 19050

Roadside Screener
WINTER

5-6
6-1
7-1
8/

Location: _____	Start: _____	A.M. 13-
		P.M. 14-
Date: _____	Finish: _____	A.M. 15-
Day _____	Month _____	P.M. 16-
Interviewer: _____		18-

INTRODUCTION: Hello, My name is _____ of Ruston/Tomany & Associates. We are conducting a study on behalf of the Governments of Canada, Alberta and British Columbia on the four National Parks, Banff, Jasper, Yoho and Kootenay.

IF RESPONDENT REFUSES TO BE INTERVIEWED BEFORE SCREENING IS COMPLETED, CIRCLE BELOW, AND SAVE THIS SCREENER.

REFUSED BEFORE SCREENING 1 SAVE SCREENER 19-

1. RECORD NUMBER OF PEOPLE IN VEHICLE IN THE TWO AGE GROUPS. IF YOU CANNOT COMPLETE THIS BY OBSERVATION, ASK THE DRIVER TO TELL YOU HOW MANY PEOPLE IN THE VEHICLE ARE:

16 YEARS OR OVER _____ UNDER 16 YEARS _____ 20-
(WRITE IN) (WRITE IN) 21-

(HAND CARD 1)
2-a) Does anyone in this vehicle, who is at least 16 years of age, fall into any of these categories? Just tell me the number(s) opposite the descriptions that apply to ANY people in this vehicle. RECORD BELOW.

NONE 24- 1 STOP TO C.2

- On a sales/service call/pick-up/delivery 2
- Member of a work crew/employee in Parks 3
- Commuting to or from work or school 4
- Permanent/seasonal resident in Parks 5

2
 3
 4
 5

-b) Is everyone in this vehicle a permanent/seasonal resident in the parks?

Yes 25- 1 TERMINATE AND SAVE SCREENER

No 2

-c) How many people in this vehicle who are 16 years of age or older are permanent/seasonal residents in the parks? (RECORD BELOW)

RESIDENTS 16+ _____ 26-
(WRITE IN) 27-

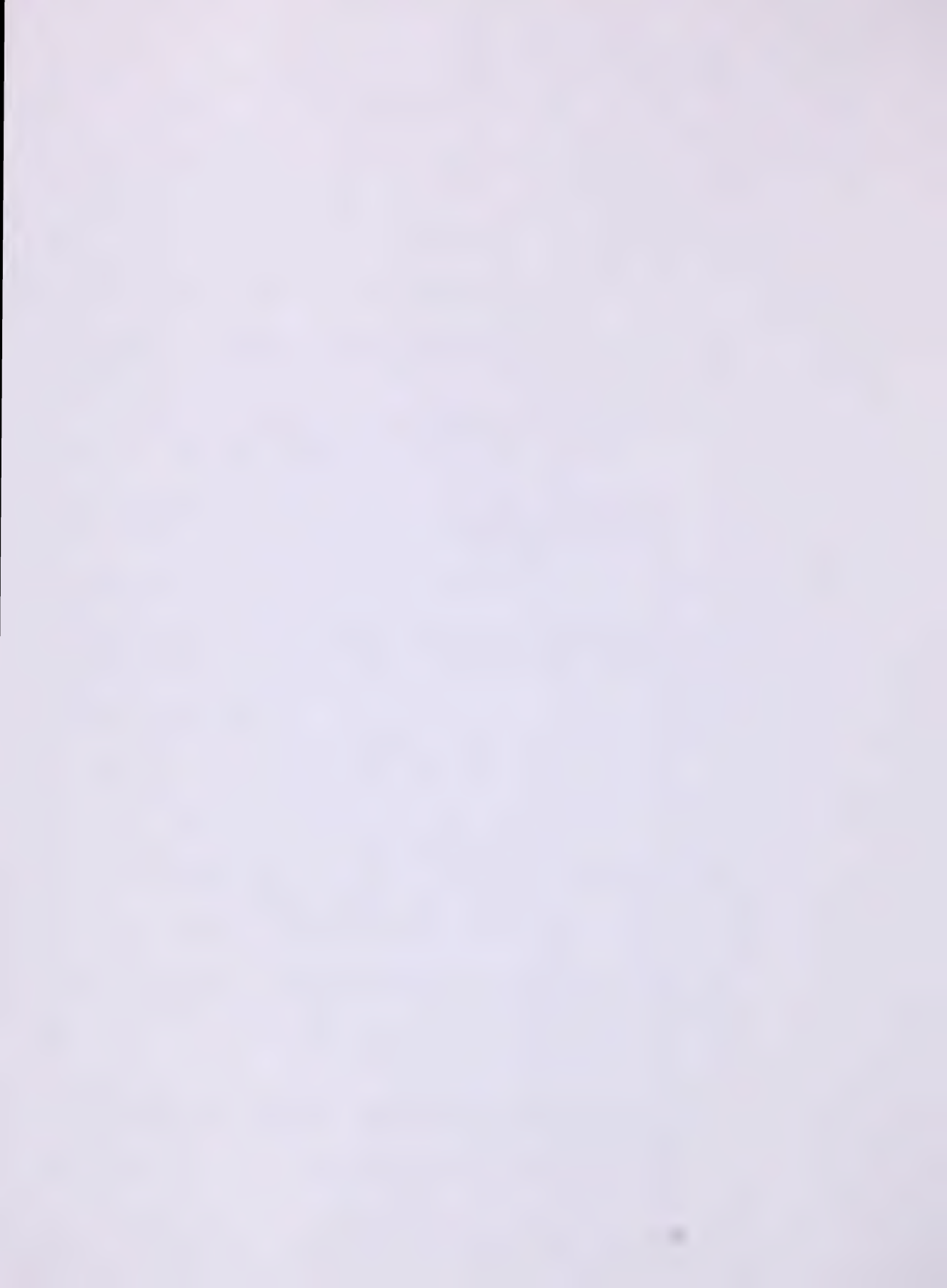
None 00

-d) And how many people in this vehicle who are under 16 years of age are permanent/seasonal residents in the Parks? (RECORD BELOW)

RESIDENTS UNDER 16 _____ 28-
(WRITE IN) 29-

None 00

TERMINATE AND SAVE SCREENER



3. IF ONLY ONE PERSON IN VEHICLE 16 YEARS OR OLDER, SKIP TO Q.4. IF MORE THAN ONE PERSON IN VEHICLE 16 YEARS OR OLDER, ASY Q.3. Now, I would like to interview one person from your vehicle. Of all the people 16 years of age or older, whose birthday is next?

WRITE IN NAME OF PERSON WHO HAS THE NEXT BIRTHDAY: _____
AND ADMINISTER REMAINDER OF QUESTIONNAIRE WITH THIS PERSON.

4. (HAND CARD 2) Please look at this map of the four Parks. Do you personally plan to return to areas within the Parks' boundaries before you return home from this trip?

Leaving for the last time 30-1

Plan to return

2 THANK RESPONDENT, TERMINATE INTERVIEW AND SAVE SCREENER

IF RESPONDENT QUALIFIES TO BE INTERVIEWED BUT REFUSES, CIRCLE BELOW AND SAVE THIS SCREENER.

QUALIFIED BUT REFUSED 31- 1 SAVE SCREENER

32/45

5. Where is your regular place of residence? (WRITE IN CITY, PROVINCE/STATE, COUNTRY).

46-
47-
48-

CITY OR TOWN	PROVINCE OR STATE	COUNTRY
--------------	-------------------	---------

(HAND CARD 2 AGAIN)

49/53

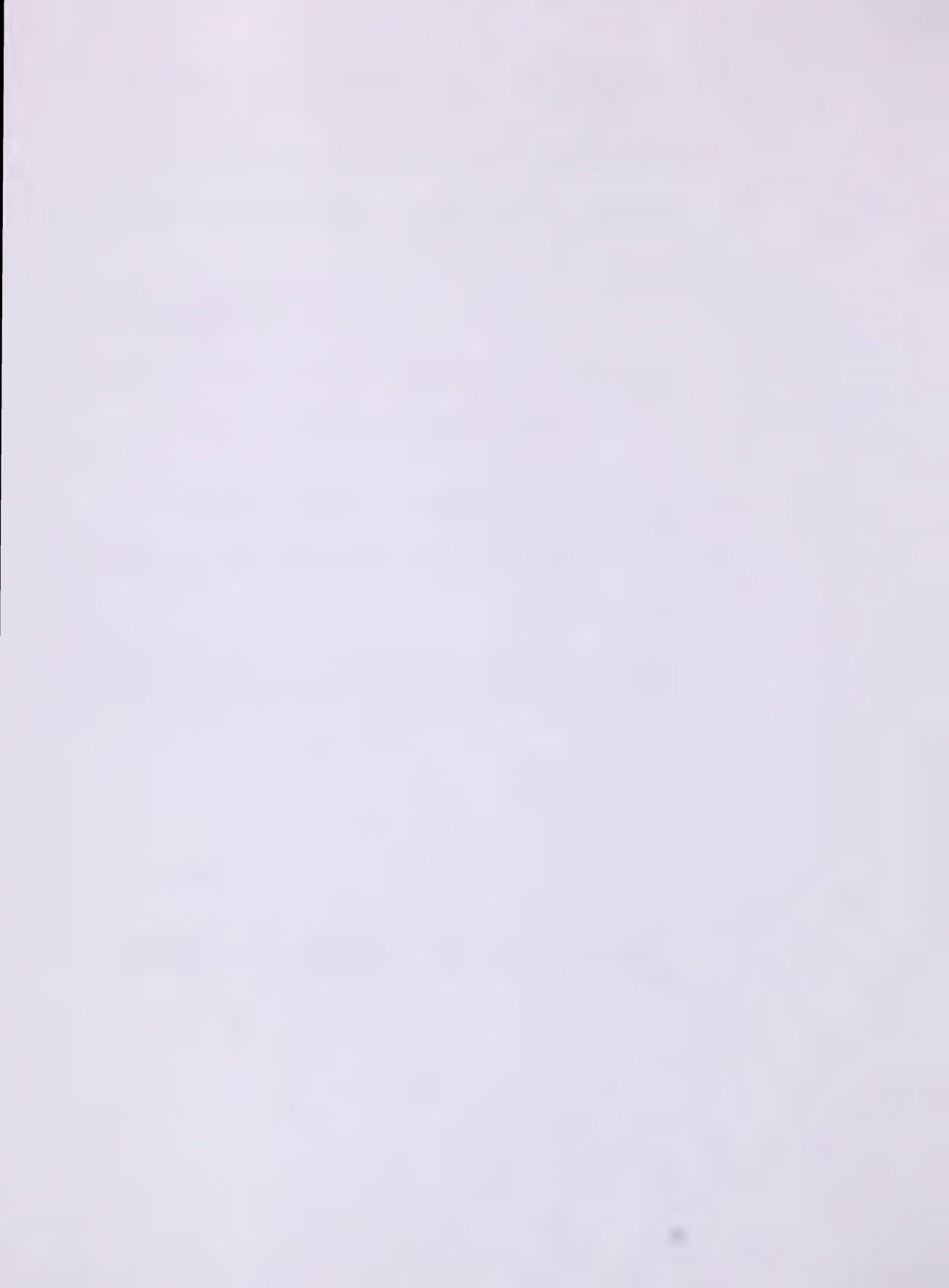
6. CIRCLE CODE 2 BESIDE THE PARK RESPONDENT IS EXITING FROM AND DO NOT READ THAT PARK. FOR THE OTHER THREE PARKS ASK: Please look again at this map. Since leaving home on this trip, did you at any time enter... (READ EACH PARK EXCEPT CIRCLED ONE)?

	NO	YES
Banff National Park	54- 1	2
Jasper National Park	55- 1	2
Yoho National Park	56- 1	2
Kootenay National Park	57- 1	2

- 7-a) FOR EACH PARK ENTERED IN Q. 6), ASK:

Did you use or visit Parks information centres, naturalist services, interpretive events or hot springs pools in (READ EACH PARK ENTERED)?

	Banff	JASPER	Yoho	KOOTENAY
Yes	58-1	59-1	60-1	61-1
No	2	2	2	2



7-b) FOR EACH PARK ENTERED IN Q.6), ASK:

While in (READ PARK), did you stop and spend any time or money or do any sightseeing or were you just passing through?

	Banff	Jasper	Yoho	Kootenay
Just passing through	62-2	63-2	64-2	65-2
Spent time/money/went sightseeing	1	1	1	1

IF NO TIME SPENT IN ANY PARK (NO CODE 1 CIRCLED) SKIP TO Q.10. RECORD NAME AND ADDRESS AND HAND OUT PASS-THROUGH QUESTIONNAIRE

66/80

8-a) In which of the parks, if any, did you spend any nights? Did you spend any nights in... (READ EACH PARK ENTERED. RECORD UNDER -a) BELOW?

-b) And how many nights in total did you spend in... (READ EACH PARK IN WHICH NIGHTS SPENT. WRITE IN UNDER -b) BELOW)

	-a)		-b)	
	SPENT NIGHTS	NO NIGHTS SPENT	NUMBER OF NIGHTS SPENT	
Banff National Park	1	2	_____	11-
Jasper National Park	1	2	_____	15-
Yoho National Park	1	2	_____	19-
Kootenay National Park	1	2	_____	23-
NO NIGHTS SPENT IN PARKS	1			

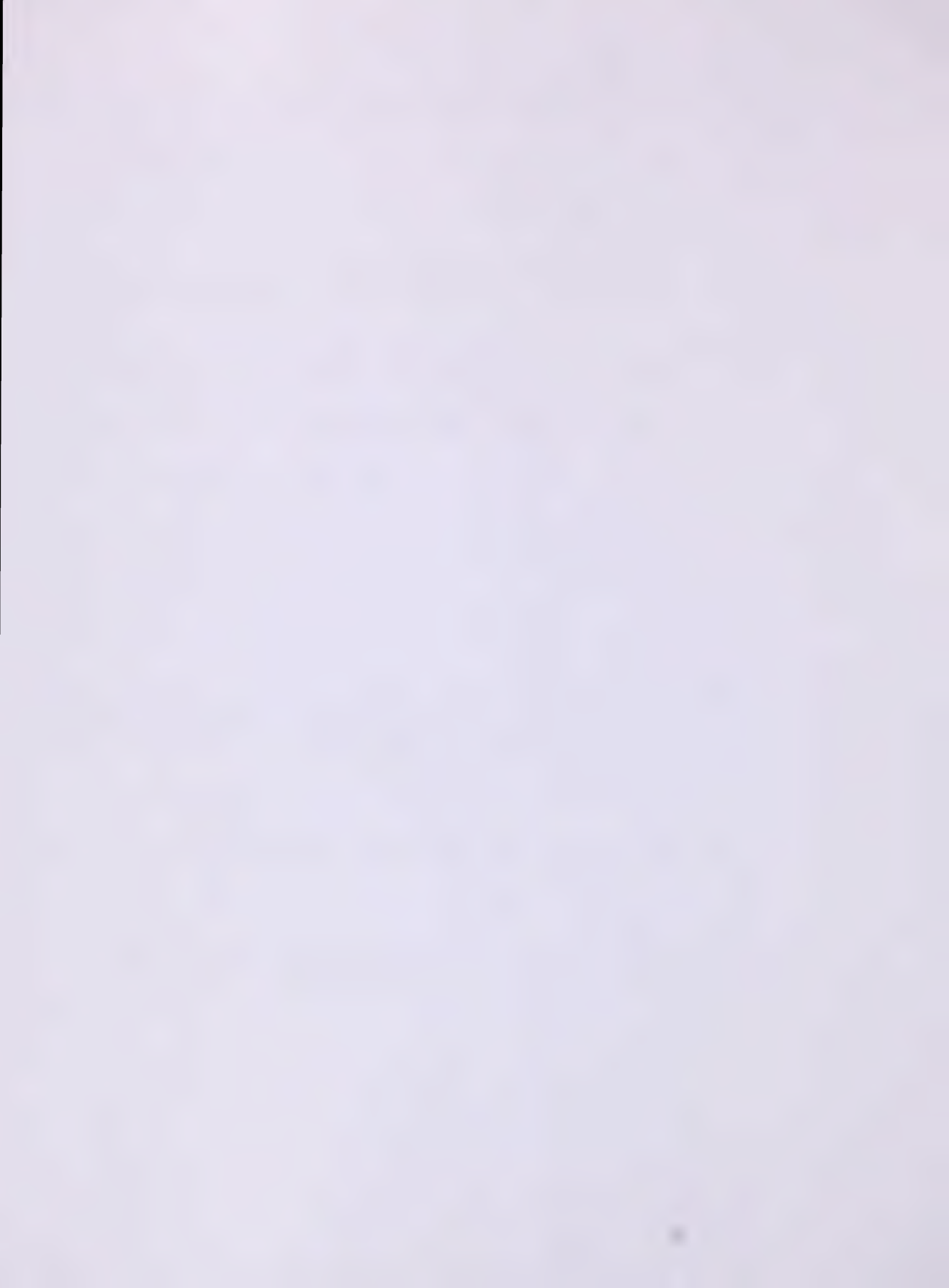
9-a) And now could you please give me your best estimate of the total amount spent within the National Parks by everyone in the vehicle? Please include all expenditures made by cash, cheque, traveller's cheque and credit card. (WRITE IN AMOUNT BELOW). And what currency is that? (WRITE IN CURRENCY BELOW).

TOTAL ESTIMATE _____ IN _____ 27-
 AMOUNT CURRENCY

-b) Were any of the expenses for this trip to the National Parks paid for before you entered the Parks?

No 31-1
 Yes 2

NOW RECORD NAME AND ADDRESS AND HAND OUT VISITOR QUESTIONNAIRE.



10-a) Can I please get your name and complete mailing address including postal/zip code?

RESPONDENT NAME: _____

ADDRESS: _____

CITY/TOWN: _____ PROVINCE/STATE: _____

POSTAL/ZIP CODE: _____

-b) IF FROM CANADA OR UNITED STATES ASK:

My supervisor may want to call you to verify that I conducted this interview. At what phone number can you usually be reached?

_____ AREA CODE

_____ TELEPHONE NUMBER

RECORD VEHICLE TYPE			Towed Equipment	
<u>Vehicle Type</u>				
Automobile/Van	38-1			
Light Truck/Pick-up	2		Tent Trailer	39-1
Truck Camper	3		Travel Trailer	2
Motorhome/R.V.	4		Horse Trailer	3
Motorcycle	5		2nd Vehicle	4
Bicycle	6			
Hiker/Pedestrian	7			
Other (SPECIFY) _____				

READ:

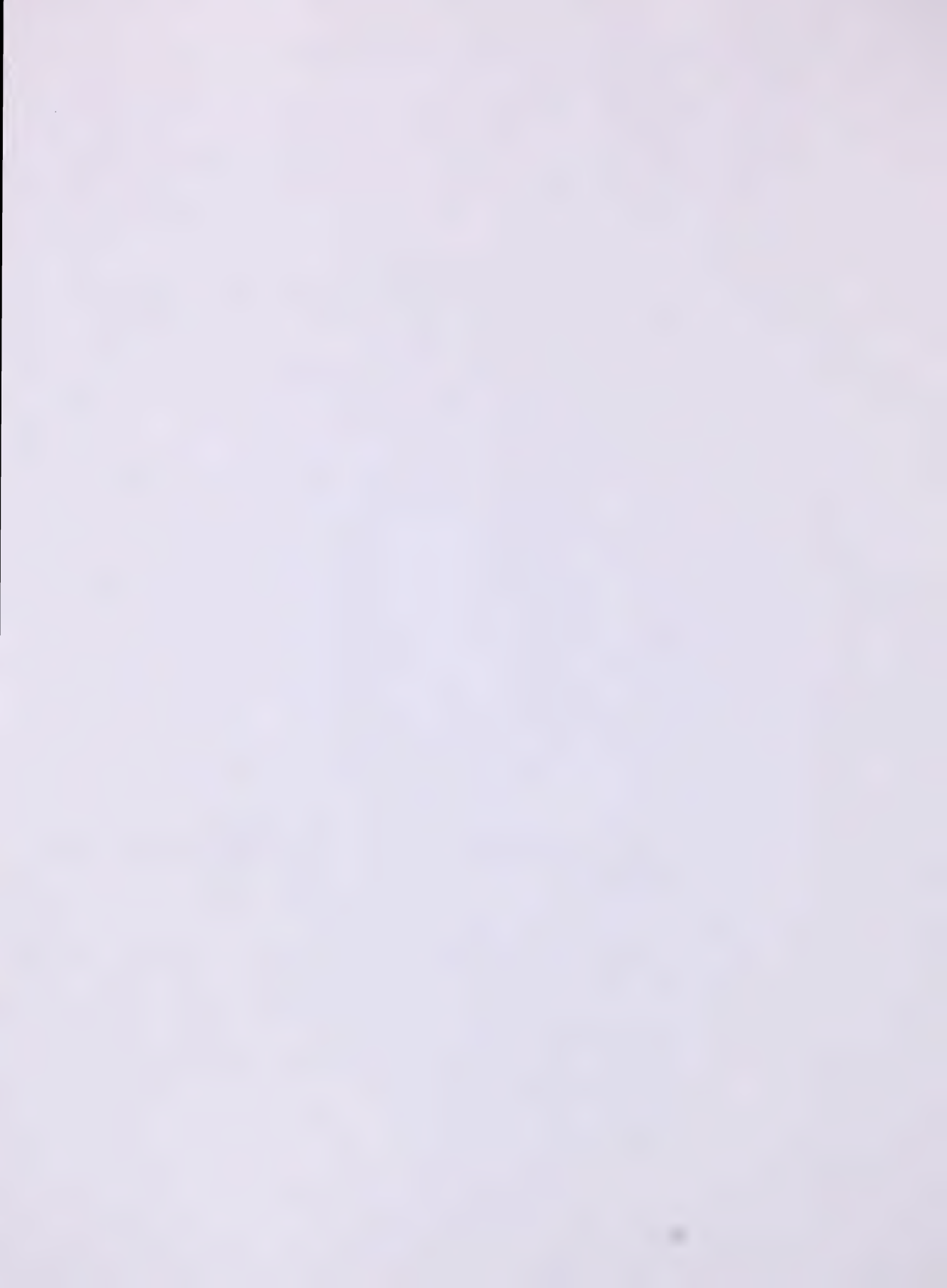
Thank you very much for taking part in this survey. I would like to leave this questionnaire with you to fill out and mail back to us. (HAND OUT PASS-THROUGH OR VISITOR QUESTIONNAIRE AND MAILBACK AS APPROPRIATE.)

IF FROM OUTSIDE CANADA READ:

Will you be mailing this from Canada or the United States? (HAND APPROPRIATE ENVELOPE).

Please complete and return this questionnaire in the next few days, if possible.

In appreciation for your cooperation, we would like you to have this Alberta souvenir.



National Parks Visitor Survey
(Pass-Through, Interviewer Administered)

11/

1. How many nights, if any, will you be away from home on this
- entire
- trip?

Same day trip/no nights away	000	
Number of nights away from home	_____	12-
	(WRITE IN)	

2. (HAND CARD 2 AGAIN)

Please look at the map of the four parks again. Please indicate where you entered the National Parks for the first time on this trip away from home. CIRCLE ONE ANSWER BELOW, USING CODE NUMBERS FOR PARK GATES SHOWN ON MAP.

Code 1 (HWY 16 - EAST GATE)	1	15-
Code 2 (HWY 16 - WEST GATE)	2	
Code 3 (HWY 11 - EAST GATE)	3	
Code 4 (HWY 1 - WEST GATE)	4	
Code 5 (HWY 93 - WEST GATE)	5	
Code 6 (HWY 1 - EAST GATE)	6	
CAN'T REMEMBER	9	

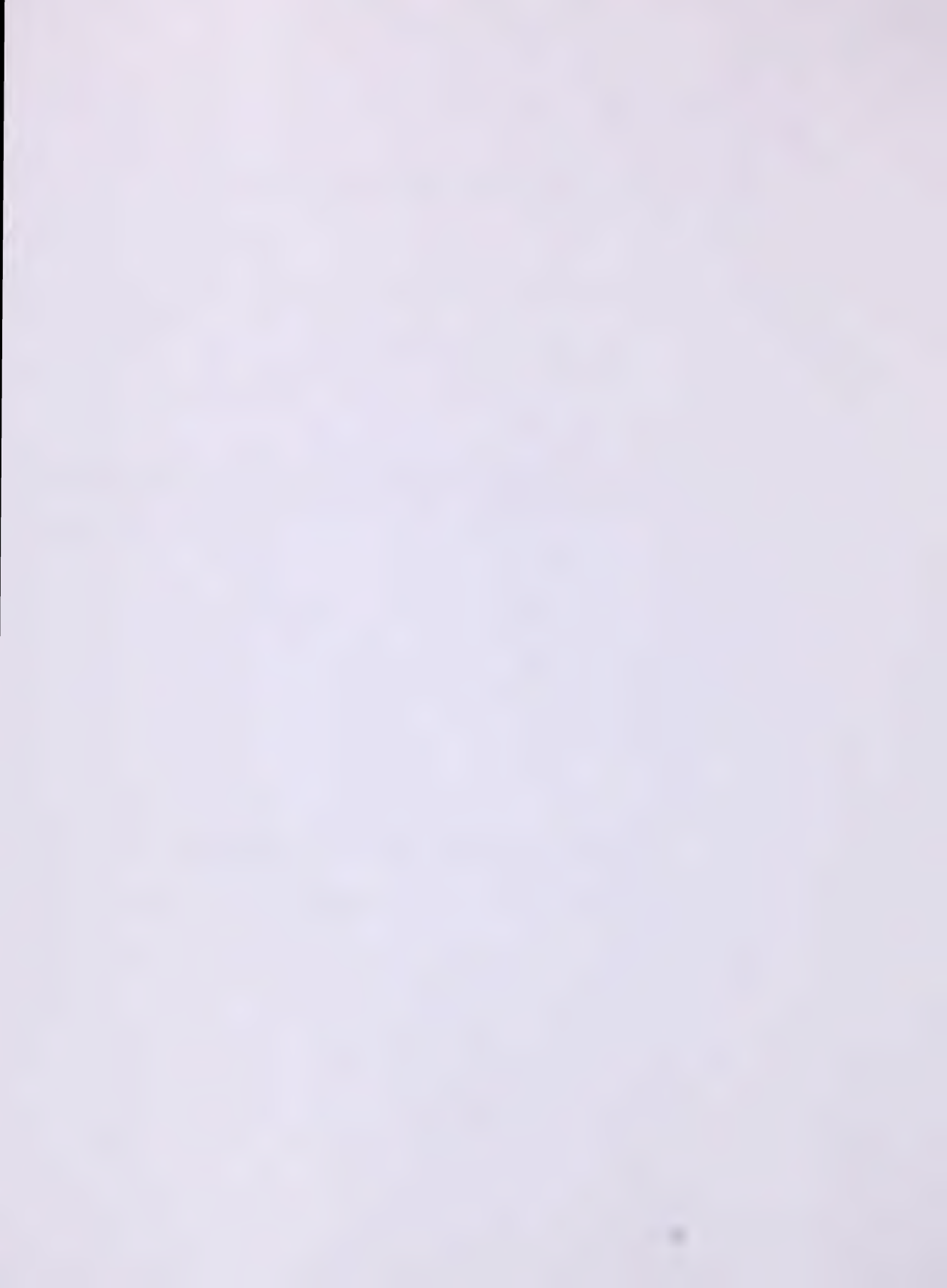
3. (HAND CARD 4)

On what date did you first enter the National Parks on this trip? This calendar may help you recall. (RECORD DATE BELOW).

_____	_____	_____	16-
DAY	MONTH	YEAR	17-
			18-
			19-

4. And was that...(READ LIST)?

Between 6 a.m. and 12 noon	1	20-
From noon to six o'clock p.m.	2	21-
Between 6 p.m. and midnight	3	22-
or From midnight to 6 a.m.	4	
CAN'T REMEMBER	9	



5. (HAND CARD 9)

Please tell me the age and sex of everyone in the vehicle, starting with yourself and continuing from oldest to youngest.

AGE	SEX		
	MALE	FEMALE	
_____ years (RESPONDENT)	1	2	23-
_____ years	1	2	25-
_____ years	1	2	27-
_____ years	1	2	29-
_____ years	1	2	31-
_____ years	1	2	33-
_____ years	1	2	35-
_____ years	1	2	37-

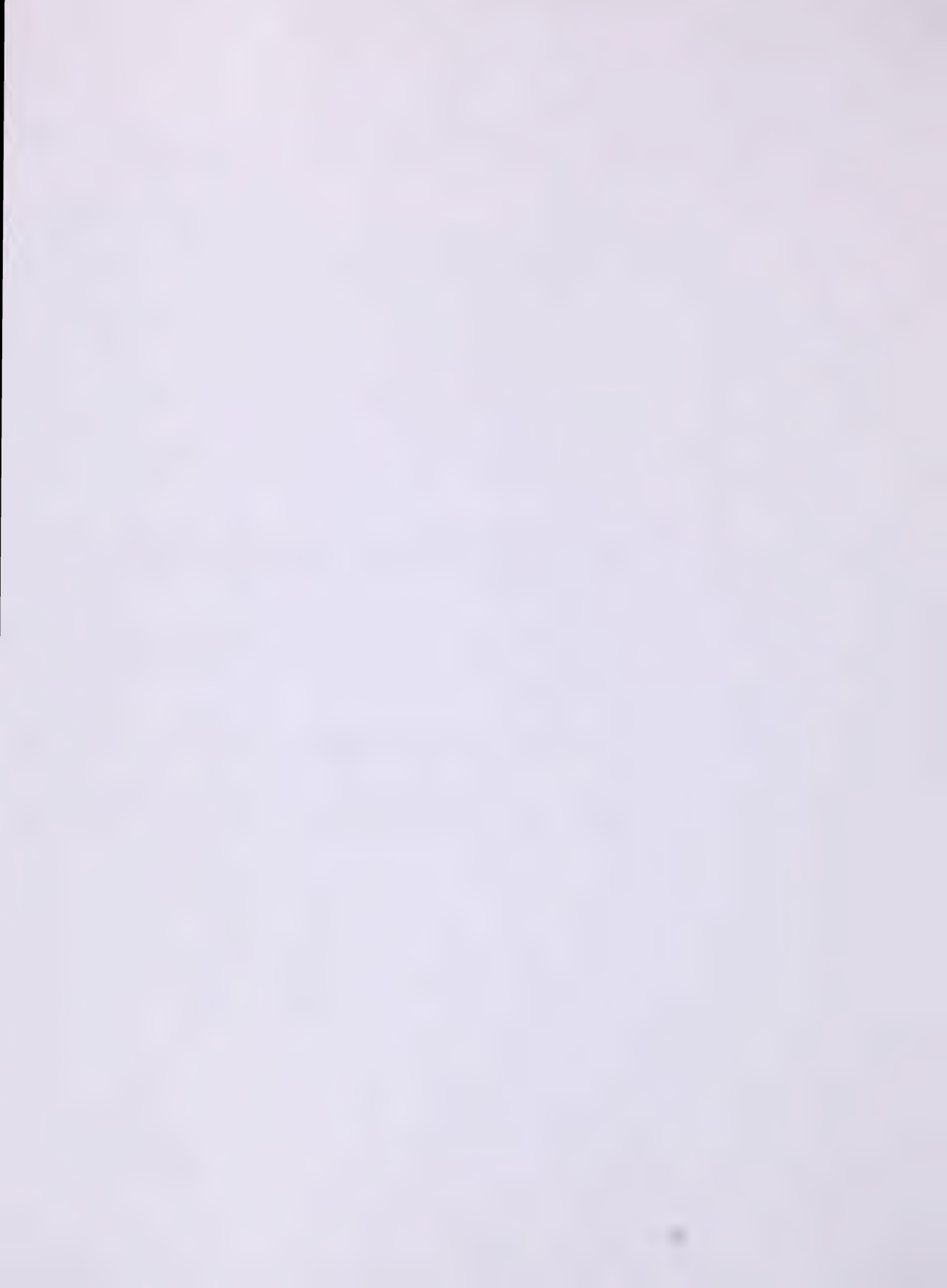
6. What is your occupation? I don't mean the name of the company, but just the type of job and type of company. (WRITE IN. IF RETIRED, CHECK BOX AND ASK WHAT TYPE OF JOB AND COMPANY RESPONDENT HAS RETIRED FROM).

_____ IN _____ 39
 (TYPE OF JOB) (TYPE OF COMPANY)

RETIRED

CHECK TO BE SURE YOU HAVE FILLED OUT NAME, ADDRESS, PHONE NUMBER AND VEHICLE TYPE ON PAGE 4 OF SCREENER. THEN SAY:

Thank you very much for completing this questionnaire. In appreciation for your cooperation we would like you to have this Alberta souvenir.



Elizabeth Street
Ottawa Ontario M5G 1P7
Tel 977-1533

Ruston/Tomany
& Associates Ltd.

Dear Visitor:

Ruston/Tomany & Associates, a market research firm, is conducting a study on behalf of the Governments of Canada, Alberta and British Columbia on the four National Parks - Banff, Jasper, Yoho and Kootenay. The information from this study will be used to help plan the future of the Parks.

Could you please take a few moments to complete the two attached questionnaires and return them to us in the postage-paid envelope provided.

It is important that only one member of your travel party completes the questionnaires. That person is the one who was selected to be interviewed when you were in the Parks.

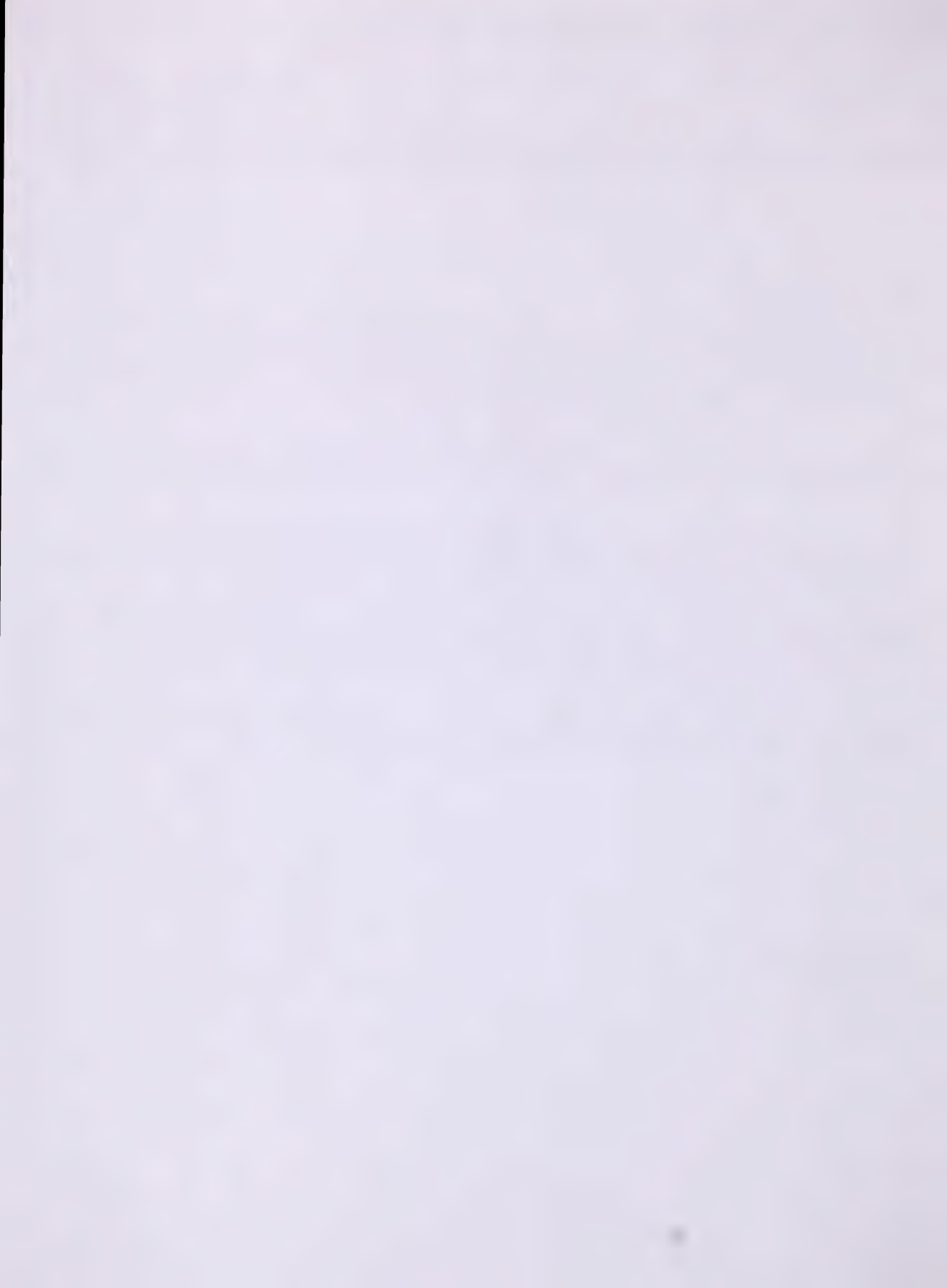
Please mail the completed questionnaires today -- either when you arrive home or when you stop for the night. Postage is already paid so you do not have to put stamps on the envelope if it is mailed in Canada or the U.S.

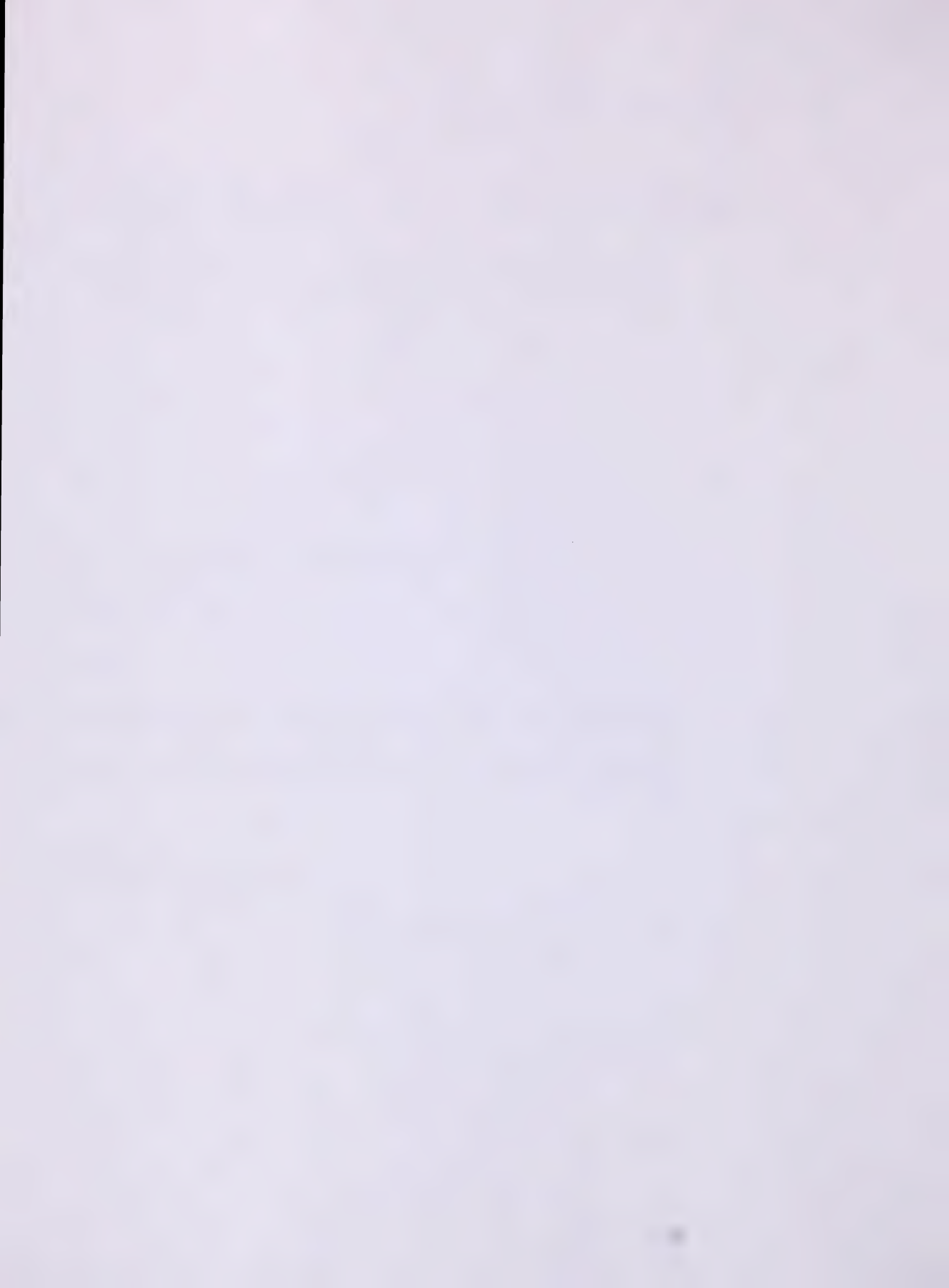
Finally, I would like to thank you for your co-operation and hope that you had a very enjoyable visit to the Parks.

Yours sincerely,

Denis Tomany
President

DT/is





3. How many nights, if any, will you be away from home on this entire trip?

NUMBER OF NIGHTS (ENTIRE TRIP) _____ IF NO NIGHTS 46-
WRITE IN AWAY PLEASE 47-
GO TO Q.6. 48-

4. And how many nights in total, did you spend in the National Parks since leaving home on this trip?

NUMBER OF NIGHTS IN THE PARKS _____ IF NO NIGHTS 49-
WRITE IN IN PARKS GO 50-
TO Q.6 51-

IF YOU STAYED OVERNIGHT IN THE PARKS, PLEASE ANSWER Q.5.

5. We are interested in the overnight accommodations you used in the Parks. For each overnight stop you made at a different accommodation in the Parks, please write in the name and the location of the accommodation, the type of accommodation it was and the number of nights you stayed there.

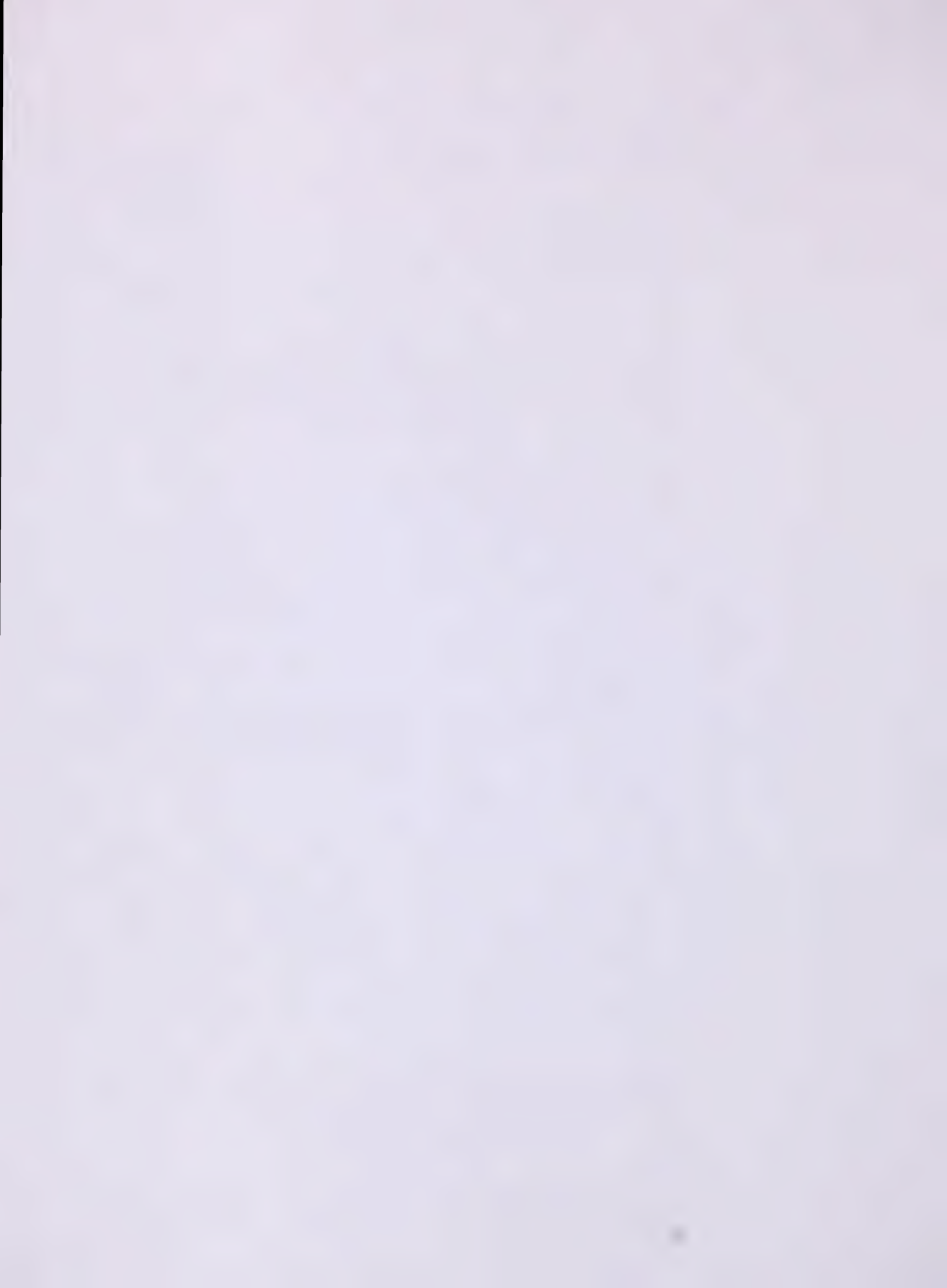
<u>Legend - TYPE OF ACCOMMODATION</u>	
1) Hotel/Motel/Resort/Lodge	5) Campsite/trailer park
2) Commercial cottage/cabin	6) Back country camping
3) Bed and breakfast	7) Friends/relatives/own vacation home
4) Youth Hostel	

<u>OVER-NIGHT STOP</u>	<u>NAMES AND LOCATIONS OF ACCOMMODATION (WRITE IN BELOW)</u>	<u>TYPES OF ACCOMMODATION (REFER TO LEGEND TO CIRCLE THE APPROPRIATE NUMBER BELOW)</u>	<u>NUMBER OF NIGHTS STAYED THERE (WRITE IN NUMBER)</u>
FIRST: 52-	_____	1 2 3 4 5 6 7 8	_____
SECOND: 58-	_____	1 2 3 4 5 6 7 8	_____
THIRD: 64-	_____	1 2 3 4 5 6 7 8	_____
FOURTH: 70-	_____	1 2 3 4 5 6 7 8	_____
FIFTH: 11-	_____	1 2 3 4 5 6 7 8	_____
SIXTH: 17-	_____	1 2 3 4 5 6 7 8	_____
SEVENTH: 23-	_____	1 2 3 4 5 6 7 8	_____
EIGHTH: 29-	_____	1 2 3 4 5 6 7 8	_____

6. Were any of your expenses for this trip to the Parks paid for before you entered the National Parks?

No 1 PLEASE GO TO Q.10 35-
Yes 2

IF YOU PRE-PAID ANY EXPENSES FOR THIS TRIP TO THE PARKS, PLEASE ANSWER Q.7.



- 7-a) Please indicate below the items which you prepaid before you entered the Parks. (CIRCLE APPROPRIATE NUMBER UNDER COLUMN a).
- b) For each item prepaid indicate whether it was part of a package (i.e. 2 or more items purchased together) or was prepaid separately. (CIRCLE APPROPRIATE NUMBERS UNDER COLUMN -b).
- c) For each item prepaid separately (not part of a package), please write in the total amount paid. WRITE IN THE AMOUNT AND THE CURRENCY (E.G. FRANC, DEUTSCHMARK, YEN, U.S. DOLLARS, CANADIAN DOLLARS, ETC.).

	-a)	-b)	-c)	36-	37-
	ITEMS	SEPA-	SEPA-	FOR ITEMS PAID	SEPARATELY
	PREPAID	PACKAGE	RATELY	ONLY	ONLY
	AMOUNT	AMOUNT	CURRENCY	AMOUNT	CURRENCY
Accommodation	1	1	1	\$ _____	39-
Food/beverages	2	2	2	\$ _____	43-
Entertainment, activities, sightseeing tours, lift tickets (excluding season lift passes)	3	3	3	\$ _____	47-
Auto rental picked up in the Parks	4	4	4	\$ _____	51-
Auto rental picked up outside the Parks	5	5	5	\$ _____	55-
Transportation	6	6	6	\$ _____	59-
None of these	9 PLEASE GO TO Q. 10				

IF YOU PREPAID ITEMS AS PART OF A PACKAGE PLEASE ANSWER QUESTION 8. OTHERWISE GO TO QUESTION 9.

8-a) What was the total amount paid for all people in your vehicle for the prepaid package? WRITE IN AMOUNT AND CURRENCY.

\$ _____ AMOUNT _____ CURRENCY 63-

-b) How many nights in total were included in your prepaid package and how many of those nights were spent in the Parks? 67-

_____ NIGHTS IN TOTAL _____ NIGHTS SPENT IN PARK 70-

-c) If transportation was included in your prepaid package, please write in where you first boarded this transportation. 73-

_____ 74-

_____ 75-

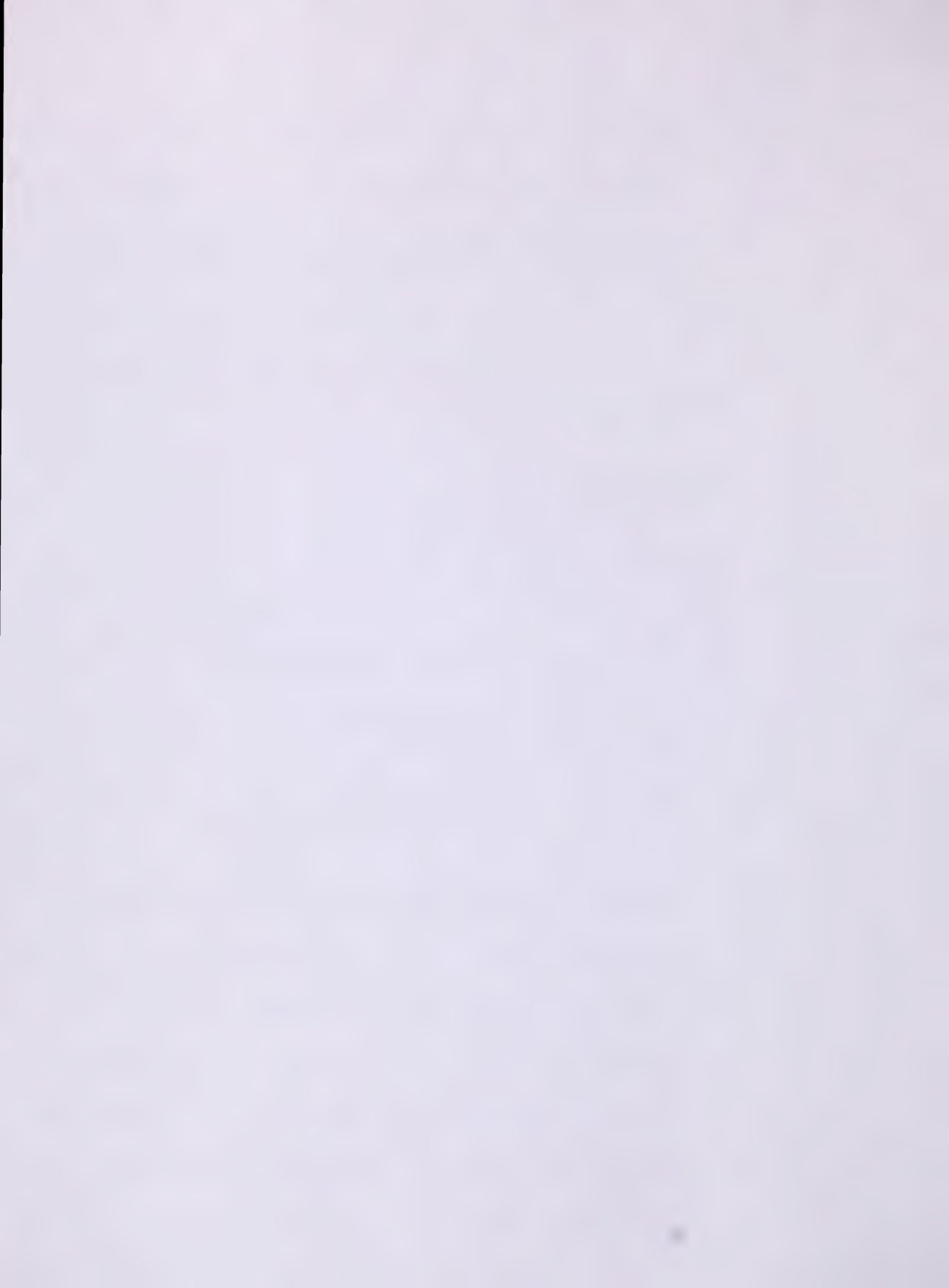
(NEAREST) CITY/TOWN _____ PROVINCE/STATE _____ COUNTRY

IF YOU PREPAID ACCOMMODATION SEPARATELY (NOT AS PART OF A PACKAGE), PLEASE ANSWER QUESTION 9. OTHERWISE GO TO QUESTION 10.

9. How many nights in total did this prepaid accommodation cover and how many of those nights were spent in the Parks? 76-

_____ 79-

TOTAL NIGHTS PREPAID _____ NIGHTS IN PARK 80/



10-a) For each expenditure category listed below, please indicate the total amount spent within the Parks by everyone in the vehicle during the entire visit in the Parks. Include all purchases made by cash, credit card, traveller's cheque and cheque. However, do not include any prepaid expenses listed in the previous questions.

How much was spent by everyone in the vehicle for...? RECORD AMOUNT IN CANADIAN DOLLARS FOR EACH CATEGORY LISTED BELOW. IF YOU DON'T KNOW AMOUNT IN CANADIAN CURRENCY, WRITE IN AMOUNT AND SPECIFY THE CURRENCY IN THE SPACE PROVIDED.

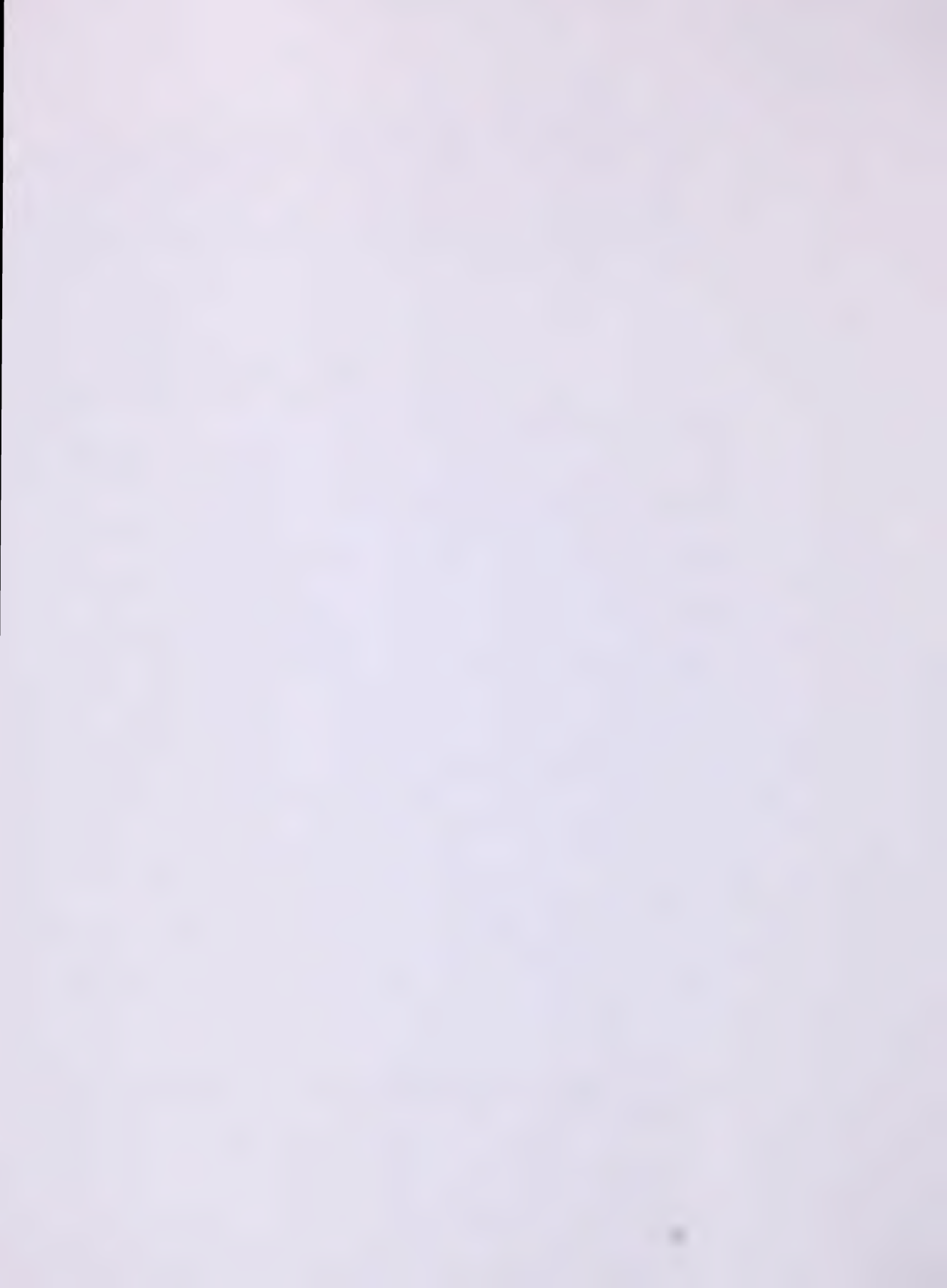
	IF NONE CHECK BOX	AMOUNT IN CANADIAN \$	OTHER CURRENCY (PLEASE SPECIFY CURRENCY TYPE)	11- 12- 13- 17- 21- 25- 25- 33- 37- 41- 45- 49- 53- 56- 60-
Lodging in the Parks, excluding camping/trailer park	<input type="checkbox"/>	\$ _____	_____	
Camping fees	<input type="checkbox"/>	\$ _____	_____	
Food and beverages bought in Restaurants or hotels or bars in the Parks	<input type="checkbox"/>	\$ _____	_____	
Groceries & Beverages bought in stores in the Parks	<input type="checkbox"/>	\$ _____	_____	
Vehicle Gas & Oil, maintenance or repairs bought from stations within the Park	<input type="checkbox"/>	\$ _____	_____	
Transportation <u>within</u> the Parks including shuttlebuses, taxis, etc.	<input type="checkbox"/>	\$ _____	_____	
Auto Rental for vehicles picked up in the Parks	<input type="checkbox"/>	\$ _____	_____	
Recreation & Entertainment including tours, lift tickets, equipment rentals, etc., bought in the Parks	<input type="checkbox"/>	\$ _____	_____	
Conference or convention registration fees in the Parks	<input type="checkbox"/>	\$ _____	_____	
Park entrance fees/licence fees	<input type="checkbox"/>	\$ _____	_____	
Retail store purchases, such as souvenirs, equipment, film, clothing, etc., bought in Parks	<input type="checkbox"/>	\$ _____	_____	
Approximate Total		\$ _____	_____	

-b) Did any member of your party use a season lift pass today?

YES	1
NO	2

-c) For each person who used a season pass, please indicate the total price paid for that pass and the number of days the pass was used on this trip.

	PRICE	NUMBER OF DAYS USED ON THIS TRIP
Person 1	\$ _____	_____
Person 2	\$ _____	_____
Person 3	\$ _____	_____
Person 4	\$ _____	_____
Person 5	\$ _____	_____



11-a) Please write in your own words what attracted you or influenced your decision to travel to the Banff/Jasper National Parks system on this trip?

_____ 61-

_____ 62-

_____ 63-

-b) Overall, would you rate your visit to the Banff/Jasper National Parks System as...? (CIRCLE ONE ANSWER).

- | | | |
|-----------|---|-----|
| Excellent | 1 | 64- |
| Very Good | 2 | |
| Good | 3 | |
| Fair | 4 | |
| or Poor | 5 | |

-c) What attractions, facilities or services would you like to see established or improved in Banff or Jasper National Parks? (WRITE IN BELOW)

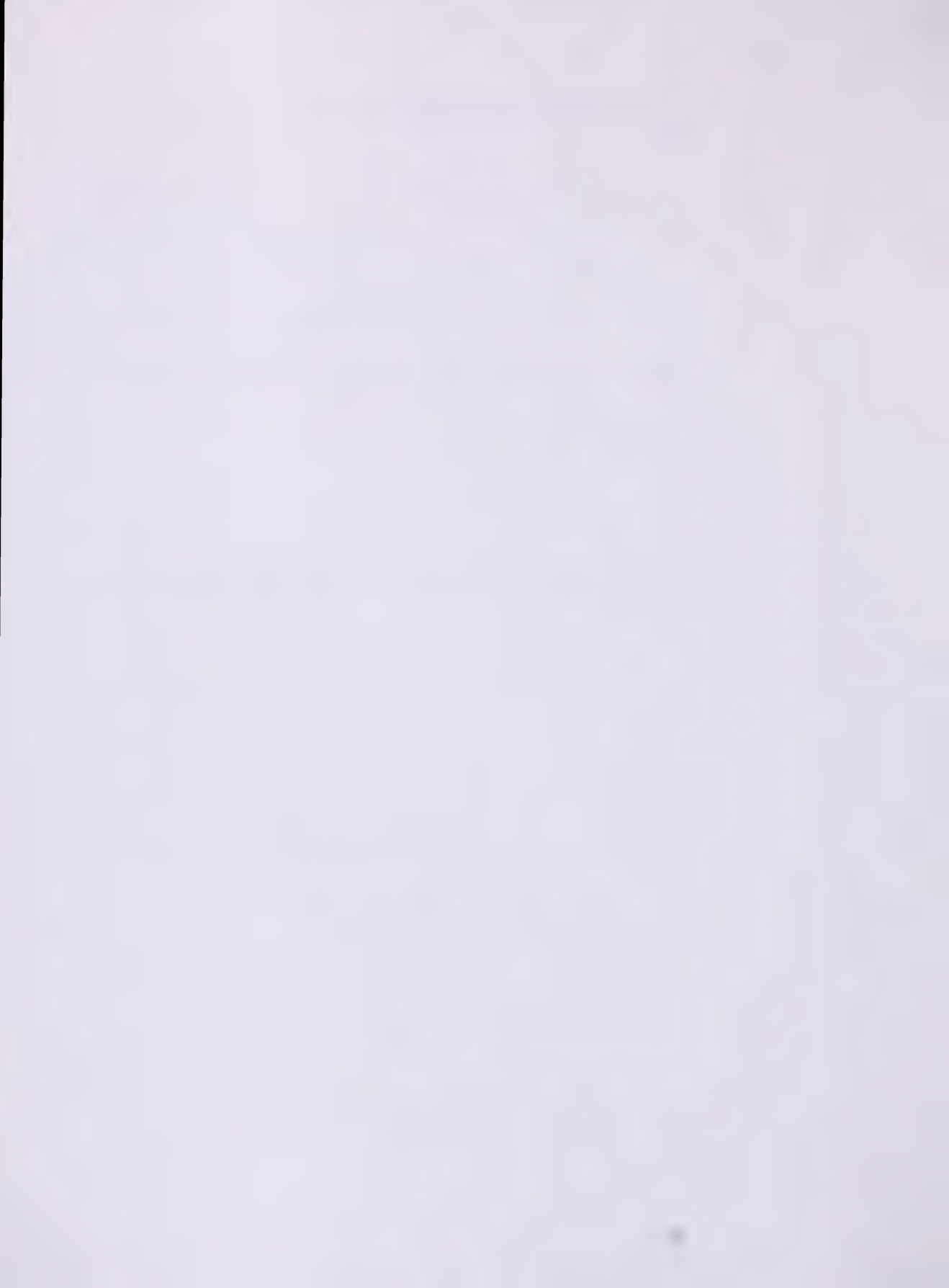
_____ 65-

_____ 66-

_____ 67-

12. Which of the following statements best describes the impact the staging of the 1988 Winter Olympics had on your decision to make this trip? (CIRCLE ONE ANSWER).

- | | | |
|---|---|-----|
| I visited the Parks because I was in the area to help stage, cover or participate in Olympic events | 1 | 68- |
| I visited the Parks because I was in the area to watch Olympic events | 2 | |
| Things I saw or heard about in connection with the Olympics made me want to visit the Parks | 3 | |
| I had to reschedule my plans to visit the Parks because of the Olympics | 4 | |
| OR The Olympics had nothing to do with my decision to visit the Parks | 5 | |



5-6
6-5
7-1

- 13. Please record the age and sex of everyone in this vehicle, including yourself. Write in your own age and sex on the first line.

AGE	SEX		11/22
	MALE	FEMALE	
You: _____ years	1	2	23-
_____ years	1	2	25-
_____ years	1	2	27-
_____ years	1	2	29-
_____ years	1	2	31-
_____ years	1	2	33-
_____ years	1	2	35-
_____ years	1	2	37-

- 14. What is your occupation? I don't mean the name of the company, but just the type of job and type of company. (WRITE IN. IF RETIRED, CHECK BOX AND WRITE IN TYPE OF JOB AND COMPANY YOU HAVE RETIRED FROM).

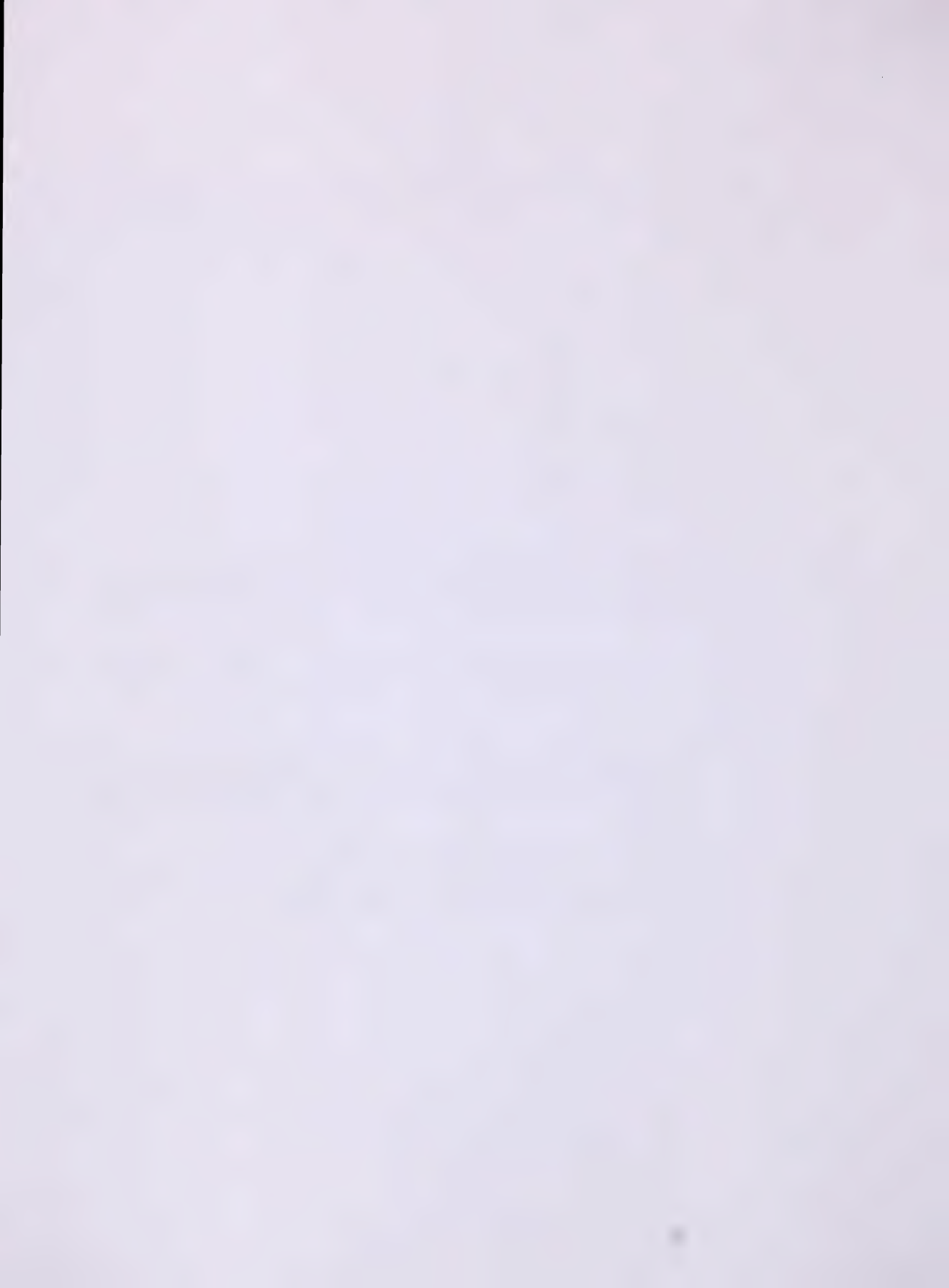
_____ IN _____ 35-
 (TYPE OF JOB) (TYPE OF COMPANY)

RETIRED

Thank you very much for completing this questionnaire. Please now complete the second questionnaire about what you did in the Parks and your opinions on the Parks and their facilities. When you have completed both questionnaires, please put them in the envelope provided.

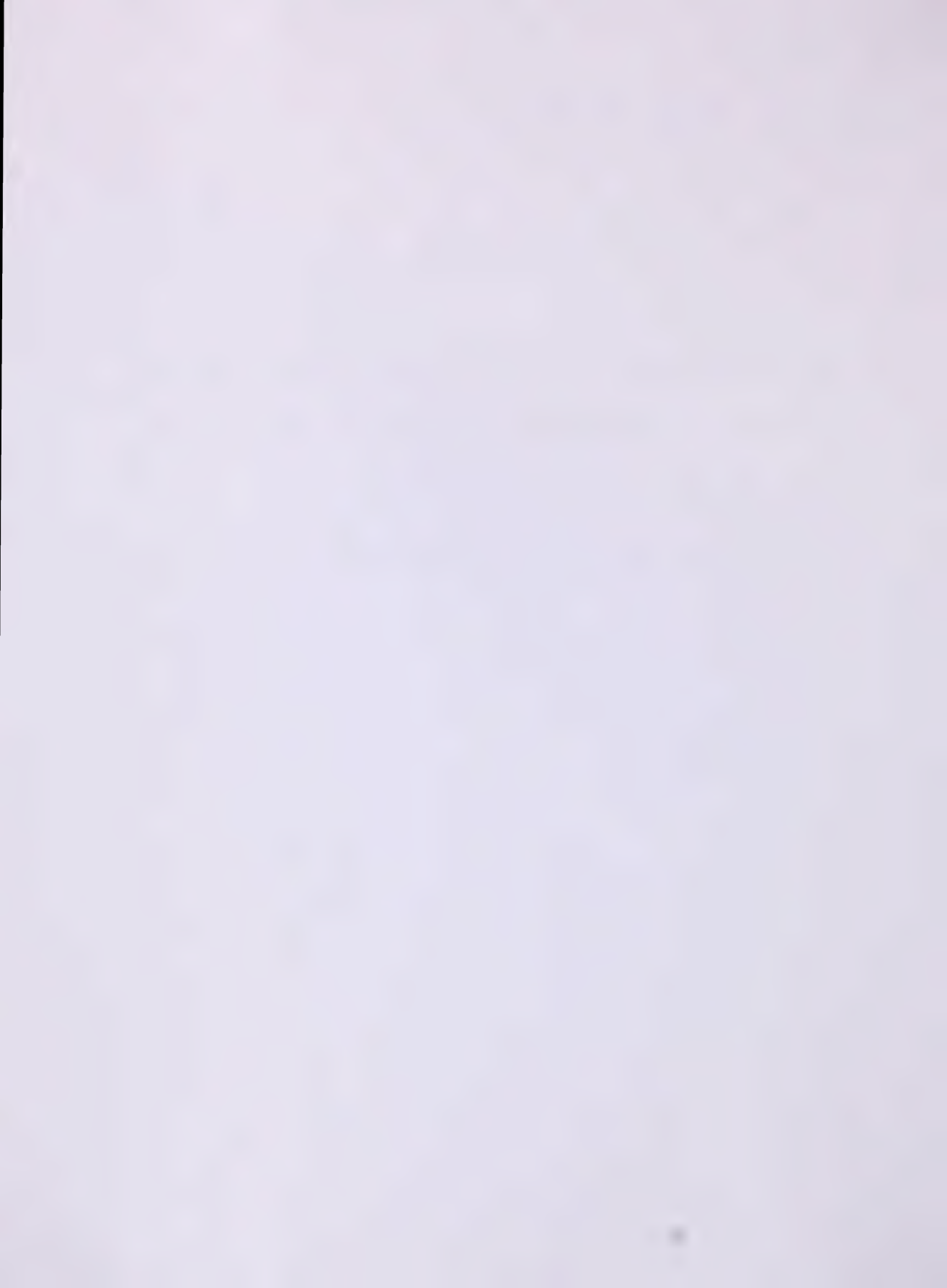
PLEASE MAIL THESE QUESTIONNAIRES TODAY.

POSTAGE IS ALREADY PAID SO YOU DO NOT HAVE TO PUT STAMPS ON THE ENVELOPE IF IT IS MAILED IN CANADA OR THE U.S.



CARD 1
(Q.2-A)

- 2 ON A SALES CALL, A SERVICE CALL, A PICK-UP OR DELIVERY
- 3 A MEMBER OF A WORK-CREW OR AN EMPLOYEE IN THE PARKS
- 4 COMMUTING TO OR FROM WORK OR SCHOOL
- 5 A PERMANENT OR SEASONAL RESIDENT IN THE PARKS



FORGE

DOUVER

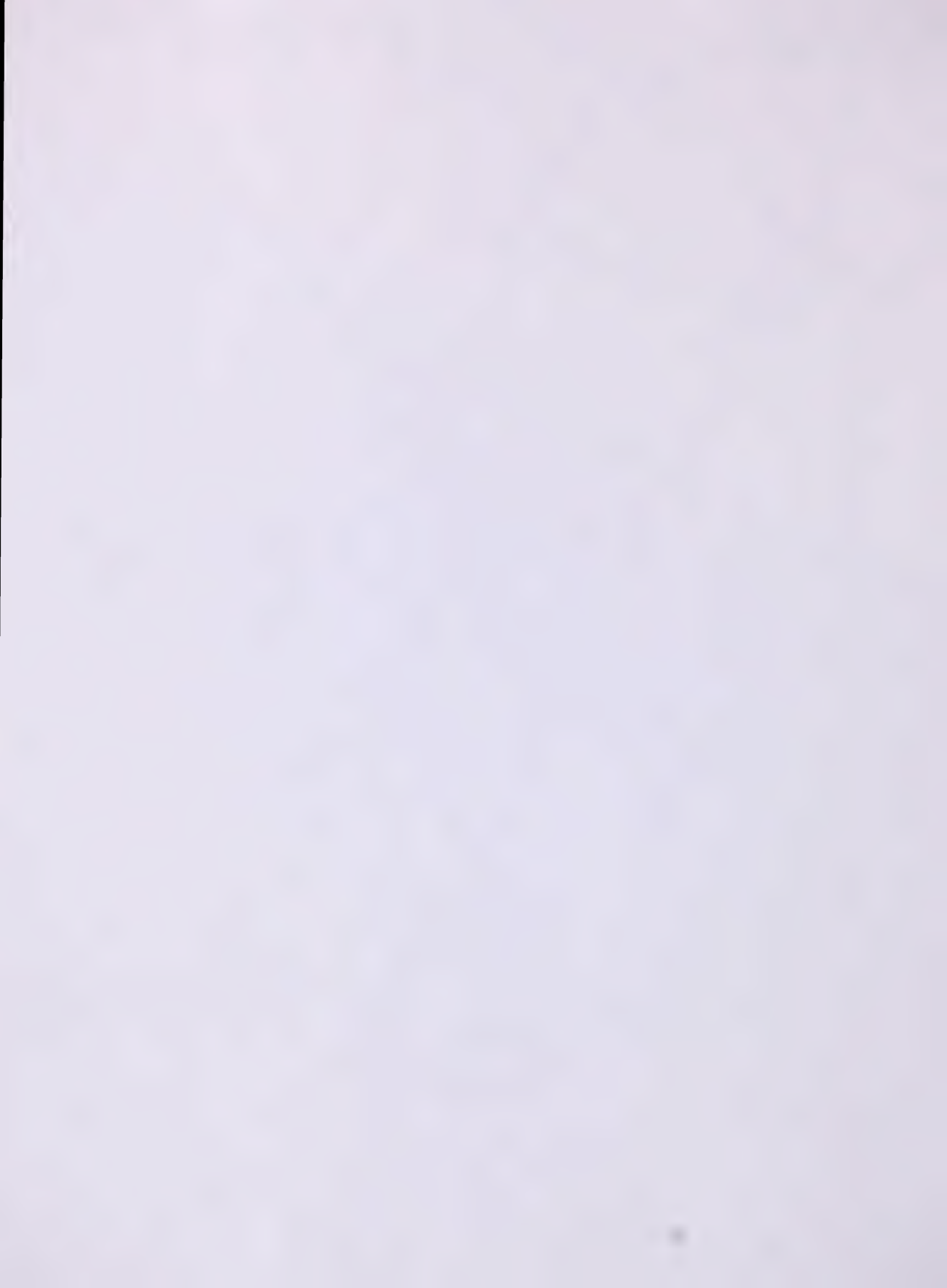
MANCOUVER



TO ROCKY MOUNTAIN HOUSE

TO CALGARY

 PARK EXITS
 HIGHWAY #s



CARD 4
(Q. 12)

1987

JANUARY

S	M	T	W	T	F	S
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31

JULY

S	M	T	W	T	F	S
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	31	

FEBRUARY

S	M	T	W	T	F	S
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28

AUGUST

S	M	T	W	T	F	S
						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30	31					

MARCH

S	M	T	W	T	F	S
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				

SEPTEMBER

S	M	T	W	T	F	S
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30			

APRIL

S	M	T	W	T	F	S
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30		

OCTOBER

S	M	T	W	T	F	S
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31

MAY

S	M	T	W	T	F	S
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30
31						

NOVEMBER

S	M	T	W	T	F	S
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30					

JUNE

S	M	T	W	T	F	S
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30				

DECEMBER

S	M	T	W	T	F	S
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	31		

1988

JANUARY

S	M	T	W	T	F	S
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31

JULY

S	M	T	W	T	F	S
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31

FEBRUARY

S	M	T	W	T	F	S
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29					

AUGUST

S	M	T	W	T	F	S
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	31		

MARCH

S	M	T	W	T	F	S
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	31		

SEPTEMBER

S	M	T	W	T	F	S
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	

APRIL

S	M	T	W	T	F	S
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	

OCTOBER

S	M	T	W	T	F	S
						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30	31					

MAY

S	M	T	W	T	F	S
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				

NOVEMBER

S	M	T	W	T	F	S
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30			

JUNE

S	M	T	W	T	F	S
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	

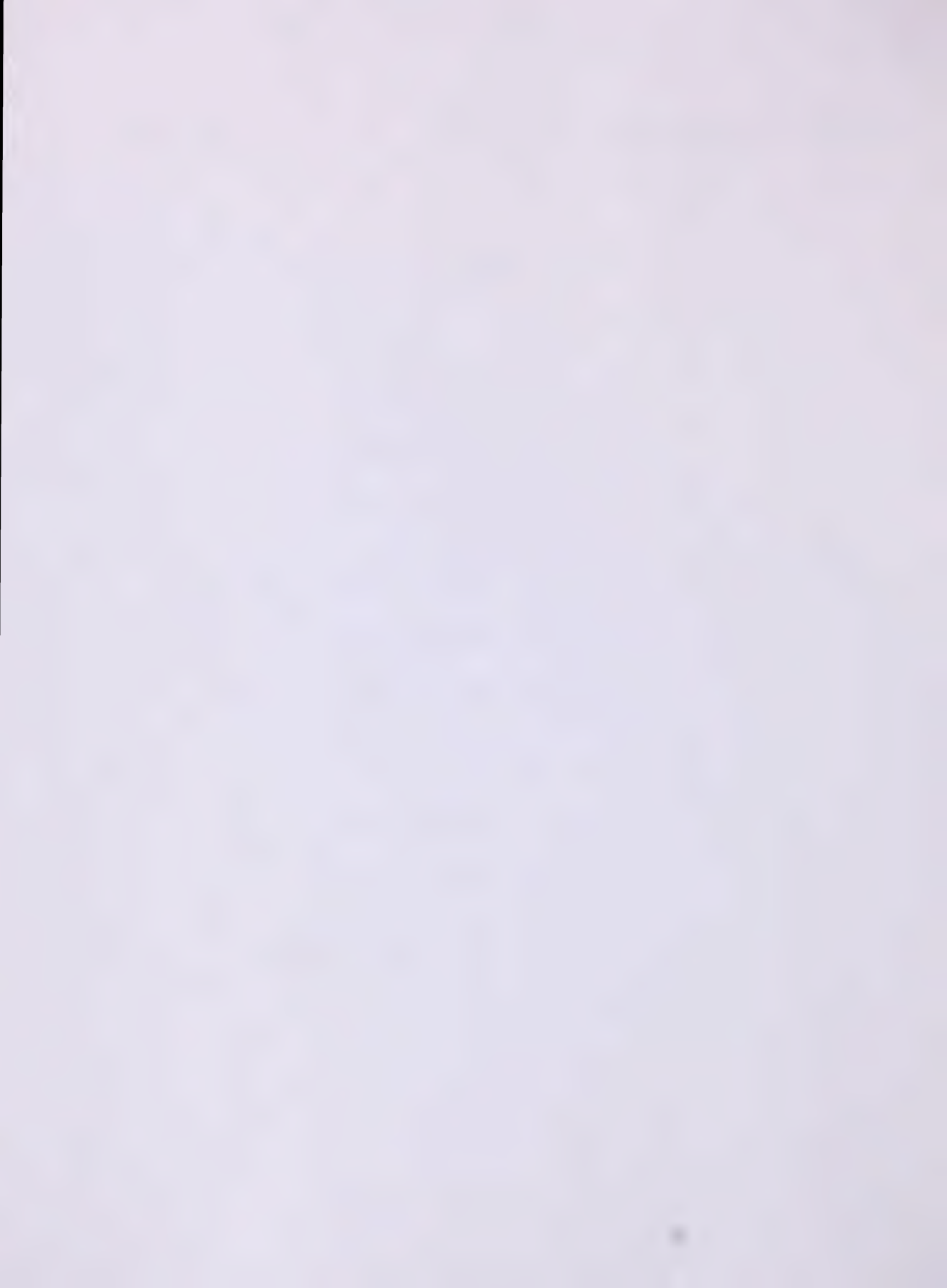
DECEMBER

S	M	T	W	T	F	S
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31



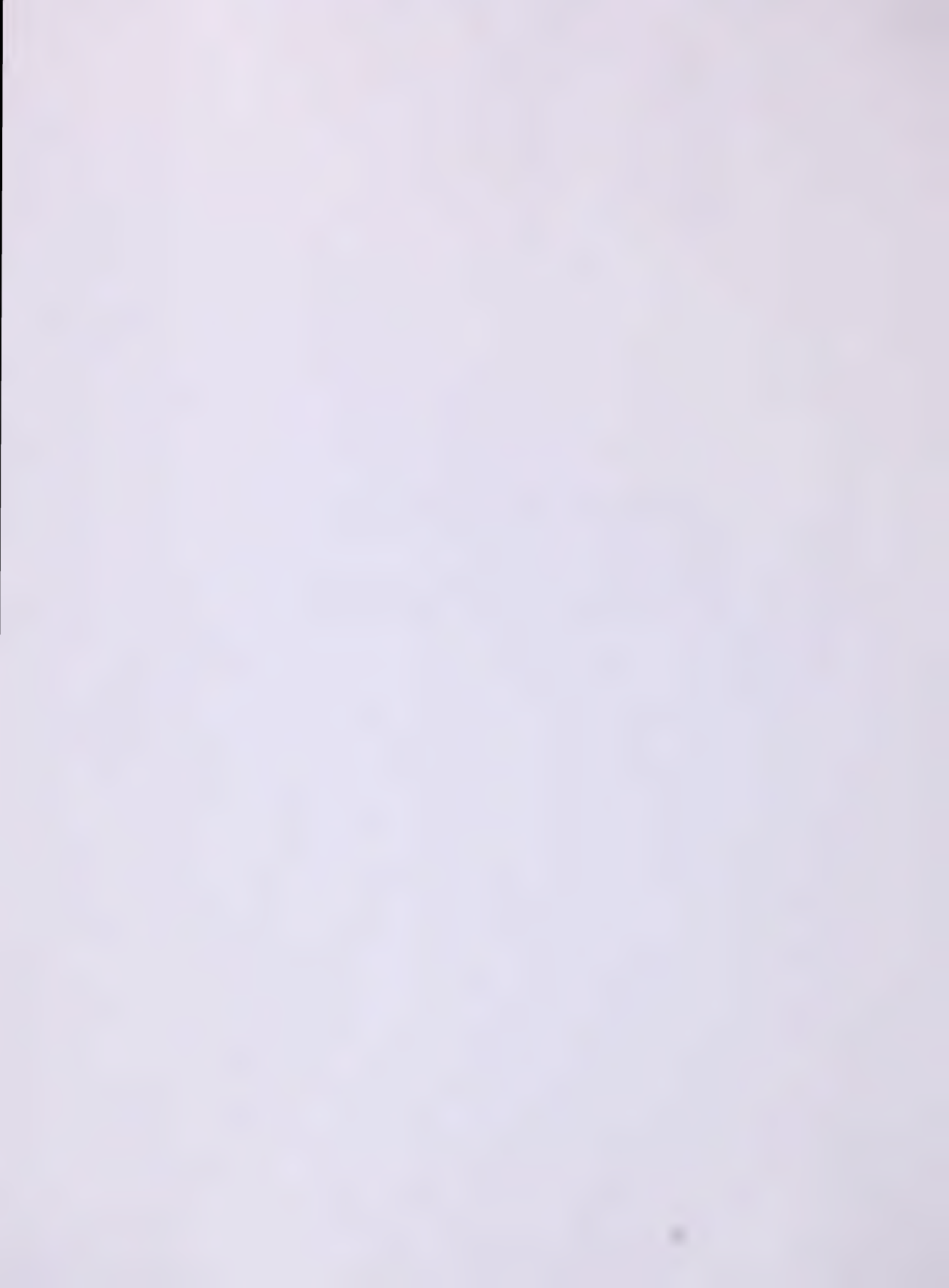
CARD 9
(Q.21)

- A 0-5 YEARS
- B 6-15 YEARS
- C 16-19 YEARS
- D 20-24 YEARS
- E 25-34 YEARS
- F 35-44 YEARS
- G 45-54 YEARS
- H 55-64 YEARS
- I 65-74 YEARS
- J 75 YEARS OR OVER



ATTITUDINAL MAILBACK QUESTIONNAIRE

**Distributed To All Parks Visitors
In All Modes For Self-Completion**



Elizabeth Street
1a, Ontario M5G 1P7
977-1533

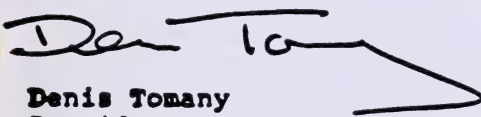
**Ruston/Tomany
& Associates Ltd.**

Dear Respondent:

Thank you for taking the time to take part in the National Parks Visitor Survey. This mailback questionnaire will provide us with the additional information we require to get a complete and accurate record of your Park visit. The information you provide will be used to better the National Parks.

Your answers are extremely important, so please complete the questionnaire and return it in the stamped envelope provided.

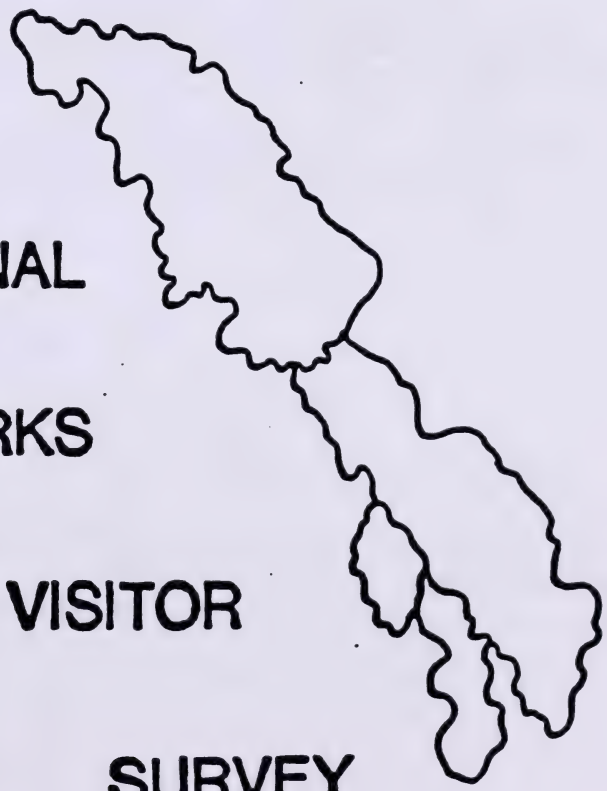
Yours sincerely,



Denis Tomany
President

DT/ss

**NATIONAL
PARKS
VISITOR
SURVEY**



5-5

6-1

7-1

THIS QUESTIONNAIRE IS TO BE COMPLETED BY THE SAME PERSON
 IN THE TRAVEL PARTY WHO WAS SELECTED TO ANSWER THE
 INTERVIEWER'S QUESTIONS IN THE PARK. THAT PERSON
 IS _____
 NAME

A FEW INSTRUCTIONS BEFORE YOU BEGIN

Most questions are multiple choice, with a number next to each of the possible answers. To show your answer, just draw a circle around the number next to the answer that applies.

For example:

My favorite colour is...

- Blue . 1
- Green 2
- Red (3)
- Yellow 4

If more than one answer applies, then circle all appropriate numbers.

A few questions have blank spaces instead of answer numbers. Just complete these in your own words.

IF YOU ONLY SPENT TIME IN YOHO OR KOOTENAY NATIONAL PARKS, PLEASE SKIP TO Q.10 ON PAGE 10. EVERYONE ELSE PLEASE COMPLETE THE ENTIRE QUESTIONNAIRE.

1. In the list below, please circle all the activities and programs in which you participated on this trip to Banff and/or Jasper National Parks. Please do not include activities or programs you participated in only in Yoho or Kootenay National parks. (REFER TO THE MAP AND CIRCLE AS MANY ITEMS AS APPLY).

Sightseeing by car	01	Bicycling	24
Sightseeing by bus	02	Golfing	25
Viewing Wildlife	03	Tennis	26
Birdwatching	04	Shopping	27
Picnicking	05	Attending Movies	28
Photography	06	Attending Banff Festival Of The Arts	29
Mountain Climbing	07	Attending Other Live Theatre/ Concerts/Art Exhibits	30
Ice Climbing	08	Visiting Museums/Historical Displays/Sites	31
Jogging/Running	09	Attending Sporting Events	32
Hiking/Backpacking With Your Own Group Or By Yourself	10	Attending Other Festivals/ Events	33
Hiking With A Park Naturalist	11	Downhill Skiing	34
Attending Park Interpretive Or Educational Programs	12	Cross Country Skiing	35
Attending Course At Banff Centre	13	Skating	36
Scientific Study And Research	14	Snowshoeing	37
Fishing	15	Horsedrawn Sleigh Rides	38
Swimming	16	Dog Sledding	39
Scuba Diving/Snorkelling	17	Columbia Icefield Snocoach	40
Scenic Boat Tours	18	Resting/Relaxing	41
Other Boating/Canoeing/ Kayaking/Sailing	19	Visit Visitor Information Centre	42
River Rafting	20	Any Other Activities	
Sailboarding/Windsurfing	21	(PLEASE WRITE IN)	
Horseback/Trail-riding	22	_____	
Horsedrawn Carriage Ride	23	_____	

Did Not Participate In Any
Activities Or Programs

2. Which of the attractions listed here did you personally visit in the Banff/Jasper Parks while on this trip?

NATIONAL PARK ATTRACTIONS

TOWNSITES

Banff
Jasper
Lake Louise

01
02
03

FALLS/SPRINGS IN BANFF

Bow Falls 20
Upper Hot Springs Pool 21
Cave And Basin Hot Springs
And Centennial Centre 22
Other Falls/Springs In Banff 23

LAKES IN BANFF

Bow Lake
Hector Lake
Lake Louise
Lake Minnevanka
Moraine Lake
Peyto Lake
Vermilion Lakes
Other Lake(s) In Banff
Lake(s) In Banff But Don't
Know Name(s)

04
05
06
07
08
09
10
11
12

Falls/Springs In Banff But
Don't Know Name(s) 24

FALLS/SPRINGS IN JASPER

Athabasca Falls 25
Miette Hot Springs 26
Punchbowl Falls 27
Sunwapta Falls 28
Other Falls/Springs In Jasper 29
Falls/Springs In Jasper But
Don't Know Name(s) 30

LAKES IN JASPER

Lake Edith And Annette or
Lac Beauvert
Maligne Lake
Medicine Lake ("Disappearing
Lake")
Patricia And Pyramid Lakes
Jasper or Talbot Lakes
Other Lake(s) In Jasper
Lake(s) In Jasper But Don't
Know Name(s)

13
14
15
16
17
18
19

GLACIERS/ICEFIELDS IN BANFF
AND JASPER

Athabasca Glacier 31
Columbia Icefield 32
Stutfield Glacier 33
Crowfoot Glacier 34
Dome Glacier 35
Other Glaciers/Icefields In
Banff And Jasper 36

OTHER NATURAL ATTRACTIONS
IN BANFF

Cascade Garden (Banff National Park Building)	37
Castle Mountain	38
Hoodoos (Rock Spires)	39
Johnston Canyon	40
Saskatchewan River Crossing	41
Skoki Valley	42
Egypt Lake Area	43

OTHER NATURAL ATTRACTIONS
IN JASPER

Goat Lookout	44
Maligne Canyon/Valley	45
Mount Edith Cavell	46
Valley Of The Five Lakes	47
Tonquin Valley	48
Skyline Trail	49

MUSEUMS/CENTRES IN BANFF

Banff Centre For Fine Arts	50
Banff National Park Museum (Wildlife Displays)	51
Luxton Museum (Indian Culture)	52
Natural History Museum (Geological)	53
Walter J. Phillips Art Gallery	54
Whyte Museum Of The Canadian Rockies (Art Displays)	55
Museums/Centres In Banff But Don't Know Name(s)	56

MUSEUMS/CENTRES/IN JASPER

Columbia Icefield Centre	57
The Den Wildlife Museum	58

HISTORICAL SITES IN BANFF
AND JASPER

Bankhead Coal Mine Ghost Town (Banff)	59
Silver City Plaque (Banff)	60
Banff Springs Hotel	61
Old Fort Point Cairn (Jasper)	62
Buffalo Paddock In Banff	63

GONDOLA LIFTS IN BANFF

Lake Louise Gondola Lift	64
Mount Norquay Scenic Lift	65
Sulphur Mountain Gondola Lift	66
Sunshine Village And Gondola	67

GONDOLA LIFTS IN JASPER

Jasper Tramway On Whistler's Mountain	68
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SKI RESORTS IN BANFF

Lake Louise	69
Mount Norquay	70
Sunshine Village	71

SKI RESORTS IN JASPER

Marmot Basin	72
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a) While you were in the Parks, did you take a bus sightseeing tour of either Banff or Jasper National Park which originated in the Parks? (PLEASE CIRCLE ONE NUMBER ONLY)

No 1

Yes 2

IF YES

b) Was that an overnight tour of the Park or was it a tour which began and ended on the same day? (PLEASE CIRCLE ONE NUMBER ONLY).

Overnight tour 1

Same day tour 2

-a) What are some of the things you liked about the time you spent in Banff or Jasper National Parks? (PLEASE WRITE IN)

-b) What are some of the things you didn't like about the time you spent in Banff or Jasper National Parks? (PLEASE WRITE IN)

ANSWER QUESTION 5 IF YOU SPENT TIME IN BANFF NATIONAL PARK

5-a) Please indicate your level of satisfaction with Banff National Park on the following attributes, using a scale from one to seven, where one is very dissatisfied and seven is very satisfied. The more satisfied you were with the Park on the attributes shown, the higher the number you would choose, the less satisfied you were, the lower the number you would choose. **CIRCLE ONE NUMBER FOR EACH STATEMENT.**

	<u>Very</u> <u>Dissat-</u> <u>isfied</u>			<u>Neither</u> <u>Satis-</u> <u>fied/</u> <u>Dissat-</u> <u>isfied</u>			<u>Very</u> <u>Satis-</u> <u>fied</u>		<u>No</u> <u>Opinion/</u> <u>Does Not</u> <u>Apply</u>
	1	2	3	4	5	6	7		9
1. Availability of suitable accommodation									
2. Choice of restaurants/food and beverage services for you									
3. Nightlife, theatre and entertainment									
4. Public washroom facilities									
5. Quality of food/beverage									
6. Comfort and cleanliness of accommodation									
7. Shopping opportunities									
8. Quality of camping									
9. Quality of service									
10. Wilderness protection and nature conservation									
11. Friendliness, courtesy and hospitality of people working there									
12 Overall cost									

-b) In your opinion what, if anything, is special about Banff National Park which makes it different from other parks you have visited? **WRITE IN BELOW.**

ANSWER QUESTION 6 IF YOU SPENT TIME IN JASPER NATIONAL PARK

- a) Please indicate your level of satisfaction with Jasper National Park on the following attributes, using a scale from one to seven, where one is very dissatisfied and seven is very satisfied. The more satisfied you were with the Park on the attributes shown, the higher the number you would choose, the less satisfied you were, the lower the number you would choose. CIRCLE ONE NUMBER FOR EACH STATEMENT.

	Very Dissat- isfied		Neither Satis- fied/ Dissat- isfied		Very Satis- fied		No Opinion/ Does Not Apply	
1. Availability of suitable accommodation	1	2	3	4	5	6	7	9
2. Choice of restaurants/food and beverage services for you	1	2	3	4	5	6	7	9
3. Nightlife, theatre and entertainment	1	2	3	4	5	6	7	9
4. Public washroom facilities	1	2	3	4	5	6	7	9
5. Quality of food/beverage	1	2	3	4	5	6	7	9
6. Comfort and cleanliness of accommodation	1	2	3	4	5	6	7	9
7. Shopping opportunities	1	2	3	4	5	6	7	9
8. Quality of camping	1	2	3	4	5	6	7	9
9. Quality of service	1	2	3	4	5	6	7	9
10. Wilderness protection and nature conservation	1	2	3	4	5	6	7	9
11. Friendliness, courtesy and hospitality of people working there	1	2	3	4	5	6	7	9
12. Overall cost	1	2	3	4	5	6	7	9

- b) In your opinion what, if anything, is special about Jasper National Park which makes it different from other parks you have visited? WRITE IN BELOW.

Excluding this visit, in what year was your last visit to Banff or Jasper National Park? WRITE IN BELOW OR CHECK BOX.

YEAR

[] NEVER VISITED BEFORE THIS TIME

Please indicate on the list below, what sources of information were used to plan your trip to Banff/Jasper National Parks. (PLEASE CIRCLE AS MANY AS APPLY).

I received literature or information before leaving on this trip from...

- Travel Alberta..... 01
- Tourism Canada..... 02
- Parks Canada..... 03
- British Columbia..... 04
- Canadian Government Office Outside Canada
(example: embassy, consulate, trade or
tourist office)..... 05

I received information from an information centre while on the trip..... 06

I received information at a travel show..... 07

I consulted a travel agency and...

- Was provided with literature..... 08
- Was provided with other information..... 09

I saw a T.V. advertisement..... 10

I saw any other type of advertisement..... 11

I saw a travel article..... 12

I saw a travel film..... 13

I read a travel book..... 14

Advice of friends or relatives..... 15

My own previous experience..... 16

DIDN'T USE ANY INFORMATION SOURCES..... 17

When did you make the final decision to visit the Banff/Jasper National Parks System? Please circle the number beside the month and write in the year in the space provided.

	<u>MONTH</u>		<u>YEAR</u>	
January	01	July	07	<hr/> <u>(WRITE IN)</u>
February	02	August	08	
March	03	September	09	
April	04	October	10	
May	05	November	11	
June	06	December	12	

EVERYONE PLEASE ANSWER ALL REMAINING QUESTIONS.

PLEASE REFER TO THE ENCLOSED MAP TO ANSWER QUESTION 10.

Please indicate where you first entered the National Parks on your trip.

- Location 1 (HWY 16 - EAST GATE) 1
- Location 2 (HWY 16 - WEST GATE) 2
- Location 3 (HWY 11 - EAST GATE) 3
- Location 4 (HWY 1 - WEST GATE) 4
- Location 5 (HWY 93 - WEST GATE) 5
- Location 6 (HWY 1 - EAST GATE) 6

-b) What was the date of this first entry?

Month

Day

-c) And about what time of day did you first enter the Parks System?

Between 6 a.m. and 12 noon 1

From noon to six o'clock p.m. 2

Between 6 p.m. and midnight 3

or From midnight to 6 a.m. 4

IF YOU LIVE OUTSIDE CANADA, ANSWER Q.11.

11. At what city, town or border crossing point did you enter Canada on this current trip?

CITY/TOWN/BORDER CROSSING

PROVINCE

Thinking of your entire trip, including the time you spent in the Parks, which one trip type defined below best describes the kind of trip you took?

An outdoors vacation. A vacation in a natural area where you may engage in activities such as camping, fishing, hiking or rafting. 1

A resort vacation. A trip to a resort or resort area where a wide variety of activities, such as beaches, skiing, golfing, tennis and so on, are available close by or on the premises. 2

A close-to-home leisure trip. A trip to a place close to home where you can enjoy activities such as a beach, lake, seashore, or park. 3

A touring vacation. A vacation by car or bus or train through areas of scenic beauty, cultural or general interest. 4

A town or city trip. A trip to a town or city where you may shop, visit museums, enjoy entertainment, dine, attend plays or concerts, or just stroll around and enjoy the city. 5

A visit to friends or relatives. A trip whose primary purpose is to visit and spend time with friends or relatives. 6

A business or convention trip. For instance, attending a meeting, seminar, conference or convention. 7

13. Which category best describes the people who made up your immediate travel party on your trip to the Parks?

A Couple 1

Family/relatives 2

Friends 3

Business Associates 4

School Group 5

Club/Association/Convention Group 6

Senior's Group 7

By Myself 8

Other (SPECIFY) _____

Which of the following items of equipment did you have with you on your trip to the Parks? CIRCLE ALL ITEMS OF EQUIPMENT YOU HAD WITH YOU. (IF YOU DID NOT TAKE ANY OF THE LISTED EQUIPMENT WITH YOU, CHECK THIS BOX [] AND SKIP TO THE NEXT QUESTION).

Tent	01	Fishing equipment	13
Backpacking equipment	02	Snorkel/scuba equipment	14
Climbing equipment	03	Golf clubs	15
Hiking boots	04	Motorized Golf Cart	16
Field guides	05	Sailboard	17
Still camera	06	Bicycle	18
Movie camera	07	Motorcycle	19
Videotape camera	08	Boat	20
Binoculars/telescope	09	Canoe/Kayak	21
Downhill skis	10	All-Terrain-Vehicle (ATV)	22
Cross country skis	11	Snowmobile	23
Snowshoes	12	Other equipment	24

(SPECIFY): _____

5-a) Now please think about the people in your household, regardless of whether they travelled with you on your trip to the Parks.

How many people, including yourself and any infants, are in your household? (WRITE IN NUMBER)

-b) And how many, if any, are under six years old and how many are six to eighteen years old inclusive? (WRITE IN NUMBERS)

NUMBER UNDER SIX YEARS OLD _____

NUMBER 6 TO 18 YEARS INCLUSIVE _____

-c) Is the chief wage earner in the household under 45 years old or 45 years or over? (CHECK ONE BELOW)

Under 45 years 1

45 years or more 2

5-a) Finally, to help us classify the information, would you please indicate which of the following general categories best describes your personal annual income before taxes and other deductions. (CIRCLE ONE NUMBER ONLY AND INDICATE CURRENCY).

- Under \$10,000 1
- \$10,000 - \$14,999 2
- \$15,000 - \$19,999 3
- \$20,000 - \$29,999 4
- \$30,000 - \$39,999 5
- \$40,000 - \$49,999 6
- \$50,000 - \$59,999 7
- \$60,000 - \$69,999 8
- \$70,000 - \$74,999 9
- \$75,000 or more 0

CURRENCY (CIRCLE ONE)

- Canadian 1
- U.S. 2

-b) And would you please indicate which of the following general categories best describes your total household income before taxes and other deductions. (CIRCLE ONE NUMBER ONLY AND INDICATE CURRENCY).

- Under 10,000 1
- \$10,000 - \$14,999 2
- \$15,000 - \$19,999 3
- \$20,000 - \$29,999 4
- \$30,000 - \$39,999 5
- \$40,000 - \$49,999 6
- \$50,000 - \$59,999 7
- \$60,000 - \$69,999 8
- \$70,000 - \$74,999 9
- \$75,000 or more 0

CURRENCY (CIRCLE ONE)

- Canadian 1
- U.S. 2

Are there any comments you would like to add, either negative or positive
about the time you spent in the National Parks?

THANK YOU VERY MUCH FOR YOUR CO-OPERATION.

PLEASE PUT YOUR COMPLETED QUESTIONNAIRE IN THE

ENVELOPE PROVIDED AND MAIL IT BACK TO RUSTON/TOMANY & ASSOCIATES.

THE POSTAGE IS ALREADY PAID SO YOU DO NOT HAVE TO PUT STAMPS ON

THE ENVELOPE IF IT IS MAILED IN CANADA OR THE U.S.

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