

# Survey of Visitors to Banff, Jasper, Kootenay, and Yoho National Parks of Canada

## How To Complete This Survey

This survey is divided into two sections:

- 1. ABOUT YOU** - This section asks about you. If you are visiting Canada, it also asks about your trip from home.
- 2. PEAKS AND VALLEYS** - The second section asks you to evaluate your experience in the Mountain National Parks on this visit.

It is important that you shade your answer like this using pen or pencil. This will assist us in processing your information.



*Thank you for participating in this survey. Parks Canada and its partners are working together to better understand your experience in the parks, your activities, and your impressions.*

*This survey will ask you a few questions about your recent visit to Canada's Mountain National Parks (Banff, Jasper, Kootenay, and Yoho). If you have visited more than once, we would like you to tell us about the visit upon which you were asked to participate in this survey.*

*Your responses and personal information will be kept confidential and used for the purposes of this survey. Data will be reported in accordance with Canada's Access to Information and Privacy Acts and, of course, your participation is voluntary.*

## About You

### 1. Was this your first visit to the Mountain National Parks?

- ☐ Yes (skip to question #2)  
☐ No (see question below)

### 1a. If No, how many times did you visit in 2001 and 2002 (in total, not including 2003)?

- ☐ None ☐ 1 ☐ 2 ☐ 3 ☐ 4 ☐ 5 ☐ 6 or more

### 2. Please tell us about yourself. List your year of birth, sex, and your Postal Code (for Canadians), Zip Code (for Americans), or your country of residence (if you live elsewhere).

Year of Birth \_\_\_\_\_ Sex ☐ M ☐ F IF CANADIAN: Postal Code \_\_\_\_\_ or IF AMERICAN: Zip Code \_\_\_\_\_ or IF FROM ELSEWHERE: Country of Residence \_\_\_\_\_



## FOR AMERICAN AND OVERSEAS RESIDENTS:

### 2a. What means of transportation did you use to enter Canada?

- ☐ Plane      ☐ Rented vehicle (car, RV, etc.)      ☐ Private vehicle (car, RV, etc.)  
☐ Train      ☐ Bus      ☐ Other (specify): \_\_\_\_\_

### 2b. How did you enter Canada on this trip?

- ☐ Directly from the USA      ☐ Directly from overseas      ☐ From overseas with transfer in USA

### 2c. Where did you enter Canada on this trip?

- ☐ Calgary airport      ☐ Vancouver airport      ☐ Toronto airport      ☐ Edmonton airport  
☐ Other airport      ☐ By road in Alberta      ☐ By road in British Columbia  
☐ By road elsewhere      ☐ Other (specify): \_\_\_\_\_

### 2d. Where did you leave Canada on this trip?

- ☐ Calgary airport      ☐ Vancouver airport      ☐ Toronto airport      ☐ Edmonton airport  
☐ Other airport      ☐ By road in Alberta      ☐ By road in British Columbia  
☐ By road elsewhere      ☐ Other (specify): \_\_\_\_\_

## Peaks and Valleys

### 3. Please tell us how important each of the following opportunities was in your decision to visit the Mountain Parks. Then indicate how satisfied you were with each opportunity on this visit.

| The opportunities to:                                     | Importance to my decision: |   |   |   |                      | My satisfaction: |   |   |   |                      |
|---|----------------------------|---|---|---|----------------------|------------------|---|---|---|----------------------|
|   | Very important             |   |   |   | Not at all important | Very satisfied   |   |   |   | Not at all satisfied |
| learn about Canada's natural & historic heritage          | 5                          | 4 | 3 | 2 | 1                    | 5                | 4 | 3 | 2 | 1                    |
| experience good quality hotels, shopping, and restaurants | 5                          | 4 | 3 | 2 | 1                    | 5                | 4 | 3 | 2 | 1                    |
| be in a peaceful, quiet place                             | 5                          | 4 | 3 | 2 | 1                    | 5                | 4 | 3 | 2 | 1                    |
| get good value for my money                               | 5                          | 4 | 3 | 2 | 1                    | 5                | 4 | 3 | 2 | 1                    |
| see unique museums, galleries, and culture                | 5                          | 4 | 3 | 2 | 1                    | 5                | 4 | 3 | 2 | 1                    |
| mix outdoor experiences and modern comforts               | 5                          | 4 | 3 | 2 | 1                    | 5                | 4 | 3 | 2 | 1                    |
| experience the natural outdoors                           | 5                          | 4 | 3 | 2 | 1                    | 5                | 4 | 3 | 2 | 1                    |
| spend time with my friends or family                      | 5                          | 4 | 3 | 2 | 1                    | 5                | 4 | 3 | 2 | 1                    |

### 4. Overall - how would you describe your visit to the Mountain National Parks area?

- ☐ Extremely enjoyable  
☐ Somewhat enjoyable  
☐ Not very enjoyable  
☐ Not at all enjoyable



5. These national parks protect and present significant aspects of Canada. Which of the following statements are *true* or *false*?

|   | True                  | False                 | Not Sure              |
|---|-----------------------|-----------------------|-----------------------|
| • These parks form the largest protected area in the Rocky Mountains              | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| • Aboriginal groups have inhabited the area for more than 9,000 years             | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| • The Athabasca River was too rough for fur trade travel                          | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| • The main valleys of these parks were once filled with glaciers                  | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| • The spiral rail tunnels in Yoho were built to protect the train from avalanches | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| • All of the meltwater from the Columbia Icefield flows to the Atlantic Ocean     | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| • Banff National Park was established around the Miette Hot Springs               | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| • The Rocky Mountain Trench separates the eastern and western Rockies             | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| • The majority of park wildlife is found in the subalpine ecoregion               | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| • The Banff Springs Snail is common throughout Banff National Park                | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| • The Burgess Shale is significant for its numerous intact dinosaur remains       | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| • Kootenay National Park was established around the transcontinental railway      | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |

6. In the next 2 years, how likely are you to plan another trip to the Mountain National Parks area?

- ☐ Definitely WILL
- ☐ Probably WILL
- ☐ Might/Might not
- ☐ Probably will NOT
- ☐ Definitely will NOT

7. What were the highlights of your visit?

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8. What could we do to make your next visit better?

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9. Tell us about your own personal spending in Banff, Jasper, Kootenay, and Yoho National Parks.  
Do not include items that you prepaid as part of your tour, only your own spending in the parks,  
including taxes and tips, paid by cash, credit card, or debit card.

How much did you personally spend **in the parks** on this visit? CDN \$ \_\_\_\_\_

What percentage of this total did you spend for each of the following?

|  |              |   |
|--|--------------|---|
| • for <b>recreation</b> (admission fees, tours, etc.)?                         | _____        | % |
| • for <b>accommodation</b> (hotels, motels, camping fees, etc.)                | _____        | % |
| • for <b>food &amp; beverages</b> from restaurants, fast food outlets, & bars? | _____        | % |
| • for <b>food &amp; beverages</b> from stores?                                 | _____        | % |
| • for other <b>retail items</b> (film, books, clothing, etc.)?                 | _____        | % |
| • for <b>operating a vehicle</b> (gas, repairs, etc.)?                         | _____        | % |
| • for <b>renting a vehicle</b> ?   | _____        | % |
| • for <b>local transportation</b> (taxis, etc.)?                               | _____        | % |
| • for <b>other</b> things? (please specify: _____)                             | _____        | % |
| <b>Total</b>   | <b>100 %</b> |   |

10. Please rate your satisfaction with the following elements of your visit.

Check N/A for those you did not use.

|   | N/A                   | Very Satisfied |   |   | Not at all Satisfied |   |
|---|-----------------------|----------------|---|---|----------------------|---|
| Parks Canada website (ParksCanada.gc.ca)                | <input type="radio"/> | 5              | 4 | 3 | 2                    | 1 |
| Travel Alberta website (TravelAlberta.com)              | <input type="radio"/> | 5              | 4 | 3 | 2                    | 1 |
| Tourism BC website (HelloBC.com)                        | <input type="radio"/> | 5              | 4 | 3 | 2                    | 1 |
| Guided walks / tours                                    | <input type="radio"/> | 5              | 4 | 3 | 2                    | 1 |
| Quality of education / interpretive programs            | <input type="radio"/> | 5              | 4 | 3 | 2                    | 1 |
| Education / interpretive exhibits                       | <input type="radio"/> | 5              | 4 | 3 | 2                    | 1 |
| The "Mountain Guide" publication                        | <input type="radio"/> | 5              | 4 | 3 | 2                    | 1 |
| Pre-trip print publications                             | <input type="radio"/> | 5              | 4 | 3 | 2                    | 1 |
| History/geography info from business staff in the parks | <input type="radio"/> | 5              | 4 | 3 | 2                    | 1 |
| Friendliness of Parks Canada staff                      | <input type="radio"/> | 5              | 4 | 3 | 2                    | 1 |
| Friendliness of business staff in the parks             | <input type="radio"/> | 5              | 4 | 3 | 2                    | 1 |
| Value for money at restaurants in the parks             | <input type="radio"/> | 5              | 4 | 3 | 2                    | 1 |
| Value for money at hotels/motels in the parks           | <input type="radio"/> | 5              | 4 | 3 | 2                    | 1 |
| Value for money at attractions/activities in the parks  | <input type="radio"/> | 5              | 4 | 3 | 2                    | 1 |
| The Columbia Icefields Snocoach Tour                    | <input type="radio"/> | 5              | 4 | 3 | 2                    | 1 |
| Service in official language of choice                  | <input type="radio"/> | 5              | 4 | 3 | 2                    | 1 |
| Availability of education / interpretive programs       | <input type="radio"/> | 5              | 4 | 3 | 2                    | 1 |
| My visit as an educational experience                   | <input type="radio"/> | 5              | 4 | 3 | 2                    | 1 |
| My visit as a recreational experience                   | <input type="radio"/> | 5              | 4 | 3 | 2                    | 1 |

11. Do you have any final comments about your visit?

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**Thank you for your time.**

**Please return your completed questionnaire in the  
attached Business Reply envelope (from within Canada).**

**Please have an enjoyable visit and a safe trip home.**

