

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

Thank you for continuing your participation 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.

How To Complete This Survey

This survey is divided into three sections:

- **1. ABOUT THIS TRIP** This section asks about your overall trip, including when you visited, whom you visited with, and how you arrived. It's like what you'd tell a friend if they asked, "Tell me about your trip?"
- **2. DAILY TREK DIARY** This is the main body of the survey. It lets you tell us about your visit, including the places you stopped, the things you did there, and how much you spent. Your responses, together with those from thousands of other peoples' responses, will paint a detailed picture of visitors' use of the parks.
- 3. PEAKS AND VALLEYS The final section asks you to evaluate your experience in the Mountain National Parks on this visit.

ONLINE SURVEY - If you want to complete the survey online, please use the following website address: www.info2003.ca. Your password is on the front cover of this survey.



About This Trip



This section asks about your overall trip, including when you visited, the people you visited with, and how you arrived. It's like what you'd tell a friend if they asked, "Tell me about your trip?"

I. Was this	your first visit	to the Mou	ntain N atio	nal Parks?			
○Yes (skip	o to question #2	2) ONG	o (see quest	tion below)			
Ia. If No, h	ow many time	s did you vis	it in 2001 a	nd 2002 (in	total, not includ	ling 2	.003)?
None	○I	3 O	4 05	○ 6 or mo	ore		
member		ostal Code o	f Canadian	group mer	t the year of bir nbers, the Zip C		d sex of all group of American
Person	Year of Birth	-	IF CANADI Postal Code	AN:	IF AMERICAN: Zip Code		IF FROM ELSEWHERE Country of Residence
Yourself		\bigcirc M \bigcirc F		or	-	or	
Person 3		$M \cap F$		or		_ or	
Person 4		$M \cap F$		or		_ or	
Person 5		$M \cap F$		or		_ or	
Person 8		$M \cap F$	-	or		_ or	
		oortation did	you use to	Private vehicle	ada? e (car, RV, etc.) y):		
2b. How did	l you enter Ca	nada on this	trip?				
O Dire	ctly from the US	SA O Direc	tly from ove	rseas O Fr	rom overseas with	trans	fer in USA
2c. Where	did you enter	Canada on tl	nis trip?				
○ Calga	ary airport		Vancouver a	airport	Toronto airport		
	onton airport		Other airpo		By road in Alber	ta	
	oad in British Co		By road else		Other (specify):		
2d. Where	did you leave (Canada on th	nis trip?				
(Calor	ary airport		Vancouver a	airport	Toronto airport		
	onton airport		Other airpo		By road in Alber	ta	
	oad in British Co		By road else		Other (specify):		
- $ -$	III III		-/		, - and (specif).		

ALBERTA Communities	S			
Canmore	Calgary	Edmonton	Hinton	
Kananaskis Country	<u> </u>			
Grande Cache	_			
Other (specify):				
BRITISH COLUMBIA C	ommunities			
Radium/Invermere	Golden	Revelstoke	area	
Kimberly/Cranbrook	Valemount/McB	BrideKelowna/ C)kanagan Valley	
Kamloops	Victoria	Other Vanc	ouver Island / Gulf Islands	
Vancouver area		area		
Other (specify):				
Information Source Parks Canada Vacation			nadian Rockies" brochure	
Parks Canada's "Moun	·	My own past exper	ience	
Parks Canada Visitor Ir		Radio		
Parks Canada web site		$\bigcirc \bigcirc TV$		
Park Radio (in the Tov Official Alberta Vacatio		Map(s) Billboards or Road S	Signo	
Official Alberta Accon		Travel Agent	olsi iz	
Official Alberta Camp		Suggestions by frien	ds / relatives	
Travel Alberta web site		Attraction / activity		
○ Visitor Information Ce		O Travel Club (CAA, ,		
British Columbia Vacat	tion Planner	Travel guidebooks	,	
O British Columbia Outo		O Newspaper travel s		
British Columbia Acco		Other web site (please specify):		
O Tourism BC web site (hellobc.com)	Other (please speci	fy):	
In which community did y	ou spend your last nigl	nt away from home before	re entering the parks?	
Not applicable, I spent th	e last night at my own resi	dence		
Canmore	Calgary	Edmonton	○ Hinton	
	 Lethbridge 	 Waterton Lakes 	Grande Cache	
 Kananaskis Country 	Radium/Invermere		Kamloops	
Kananaskis CountryMedicine Hat		Kelowna/Okanagan	○ Valemount/McBrid	
Kananaskis CountryMedicine HatRevelstoke area				
Kananaskis CountryMedicine HatRevelstoke areaVictoria/Vancouver Island	Vancouver area	O Prince George area		
Kananaskis CountryMedicine HatRevelstoke area	Vancouver area	Prince George area Other (specify):		

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a.	Where did you	rent your vehicle?				
		EdmontonSomewhere else				○ In the USA
b.	Did you rent th	nis vehicle at an air	port?			
c.		f this vehicle included to the series of the		•	e Other	

Daily Trek Diary

In this section, you can tell us about your visit to the parks. Please tell us where you and the people in your group went, what you did, and how much you spent for each day of your visit. Here you can complete a "Diary Day" for each day of your trip in the Mountain Parks area, up until the point that you left the park for two or more consecutive days.

What did you and the people in your group do today? Please tell us about your groups activities, indicating whether you did those things in the morning, afternoon, evening, or if it was an all day activity.

PLEASE READ THE FOLLOWING INSRUCTIONS BEFORE COMPLETING YOUR DAILY TREK DIARY

- 1. Complete one "Diary Day" for each day spent in the Mountain National Parks.
- 2. Refer to the map and coding sheet and enter the code for each activity and place (see sample below).

C	Diary Day (Sample)		
Day of the Week Monday	Month May	Date		Step One: Fill out the day of the week, the month, and date.
Time of Day	Activity	Place		
1	4	J3		C T D C T T
2	6 31	J3 J3		Step Two: Refer to the codes on map provided. Please fill in the time
2	13	J3	■	day, activity, and place where you co
3	32	J5		ducted the activity.
3	10	J8		In this example: In the morning (1), the visitors went driving and sightseeing (4) viewing wildlife (6) in the Maligne Canyo area (J3). In the afternoon (2) they had a picnic (3 and went mountain biking (13) in the Maligne Canyon area (J3). In the evening (3), they had dinner (32) the Town of Jasper (J5) and rode the gondola (10) at Whistlers Mountain (J8)
Accommodation Ty		,		Step Three: Indicate where your group stayed and how much your accomodation cost. Please use the codes to identify the place and accommodation to
Place Accommo		Spending N\$ or Prepaid? 8.00		In this example, the visitors camped (1) Whistlers Campground in Jasper (J8) an paid \$18.00 for the campsite
			_	Step Four: Repeat steps I through for each day you were in the Mountain National Parks.

Daily Trek Diary



- 7. Through which gate did you enter the Mountain National Parks on this visit? (When you were asked to participate in this survey. See the map on the back of this survey form if you need a reminder.)
 - Banff East Gate (from Calgary)
 - David Thompson Gate (from Rocky Mountain House)
 - | Jasper East Gate (from Edmonton)
 - Jasper West Gate (from Mt. Robson Provincial Park)
 - Yoho West Gate (from Golden)
 - Radium Gate (at Radium Hot Springs)

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On which date did your trip to the Mountain

National Parks begin?

(This is the day you were asked to participate in this survey.)

Day of the Week	Month	Date
Time of Day	Activity	Place

Did you leave the parks today for more than one day?

- Yes (skip to the Peaks and Valleys section)
- No (please answer below and continue to Day 2)

Where did you spend the night? (Please see the Place, Accommodation Type codes inside the back cover of this survey form.) If you had prepaid for your accommodation, please check the "Prepaid" box.

		Spending	
Place	Accommodation Type	CDN\$ or Pr	epaid?

Diary Day

Day of the Week	Month	Date
Time of Day	Activity	Place

Did you leave the parks today for more than one day?

- Yes (skip to the Peaks and Valleys section)
- No (please answer below and continue to Day 3)

Where did you spend the night? (Please see the Place, Accommodation Type codes inside the back cover of this survey form.) If you had prepaid for your accommodation, please check the "Prepaid" box.

Place	Accommodation Type	Spending CDN\$ or Prepaid?

	Di	ary Day 3
Day of the Week	Month	Date
Time of Day	Activity	Place
-		nore than one day?
Yes (skip to the No (please answ	•	,
Accommodation Ty	pe codes inside the had prepaid for y	(Please see the Place, e back cover of this our accommodation,
Place Accommo	odation Type C	Spending DN\$ or Prepaid?
		_
	Di	ary Day 5
Day of the Week	Month	Date

Day of the Week Month Date Time of Day Activity Place Did you leave the parks today for more than one day? Yes (skip to the Peaks and Valleys section) No (please answer below and continue to Day 5) Where did you spend the night? (Please see the Place, Accommodation Type codes inside the back cover of this survey form.) If you had prepaid for your accommodation, please check the "Prepaid" box. Place Accommodation Type CDN\$ Spending or Prepaid?

th D	Day of the Week Mon	Date
vity P	Time of Day Activ	Place

Did you leave the parks today for more than one day?

Yes (skip to the Peaks and Valleys section)

No (please answer below and continue to Day 6)

Where did you spend the night? (Please see the Place, Accommodation Type codes inside the back cover of this survey form.) If you had prepaid for your accommodation, please check the "Prepaid" box.

Place	Accommodation Type	Spending CDN\$ or Prepaid?

Diary Day

Diary Day

Day of the Week	Month	Date
Time of Day	Activity	Place

Did you leave the parks today for more than one day?

- Yes (skip to the Peaks and Valleys section)
- No (please answer below and continue to Day 7)

Where did you spend the night? (Please see the Place, Accommodation Type codes inside the back cover of this survey form.) If you had prepaid for your accommodation, please check the "Prepaid" box.

Place	Accommodation Type	Spending CDN\$ or Prepaid?

Diary Day Day of the Week Month Date Time of Day Activity Place Did you leave the parks today for more than one day? Yes (skip to the Peaks and Valleys section)

Where did you spend the night? (Please see the Place, Accommodation Type codes inside the back cover of this survey form.) If you had prepaid for your accommodation, please check the "Prepaid" box.

No (please answer below and continue to Day 8)

Place	Accommodation Type	Spending CDN\$ or Prepaid?

Diary Day

Day of the Week	Month	Date
Time of Day	Activity	Place

Did you leave the parks today for more than one day?

- Yes (skip to the Peaks and Valleys section)
- No (please answer below and continue to Day 9)

Where did you spend the night? (Please see the Place, Accommodation Type codes inside the back cover of this survey form.) If you had prepaid for your accommodation, please check the "Prepaid" box.

Place	Accommodation Type	Spending CDN\$ or Prepaid?

Diary Day

Day of the Week	Month	Date
Time of Day	Activity	Place

Did you leave the parks today for more than one day?

- Yes (skip to the Peaks and Valleys section)
- No (please answer below and continue to Day 10)

Where did you spend the night? (Please see the Place, Accommodation Type codes inside the back cover of this survey form.) If you had prepaid for your accommodation, please check the "Prepaid" box.

		Spending
Place	Accommodation Type	CDN\$ or Prepaid?

Diary Day

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ı	N	J

Day of the Week	Month	Date
Time of Day	Activity	Place

Did you leave the parks today for more than one day?

- Yes (skip to the Peaks and Valleys section)
- No (please answer below, then describe the rest of the trip on the inside cover of this questionnaire)

Where did you spend the night? (Please see the Place, Accommodation Type codes inside the back cover of this survey form.) If you had prepaid for your accommodation, please check the "Prepaid" box.

			Spending	
Place	Accommodation Type	CDN\$	or Prepaid?	
				٦

Peaks and Valleys



Banff East Gate (towards Calgary)Jasper East Gate (towards Edmonton)Yoho West Gate (towards Golden)	David Thompson GateJasper West Gate (towRadium Gate (towards	vards Mt.	Robsc	n Prov		
 Tell us about your group's spending in members of your group). Please include prepaid for any items, please estimate to 	le taxes and tips, on this trip b	oy cash, d	redit c	ard, o		
How much money did your group spend	d in the parks on this visit?	CDN	1\$			
What percentage of this total did you sp	end for each of the following	?				
• for recreation (admission fees, tours	, etc.)?	_				%
• for accommodation (hotels, motels,						%
 for food & beverages from restaurar 	nts, fast food outlets, & bars?	-				%
for food & beverages from stores?		-				%
• for other retail items (film, books, cla	othing, etc.)?	_				%
 for operating a vehicle (gas, repairs, 	etc.)?	-				%
for renting a vehicle?		-				%
for local transportation (taxis, etc.)?					•	%
		-				
for other things? (please specify: How satisfied were you with each a	of the following apportuni		Fotal	sit?		%
<u> </u>		ties on	this vi		100	% %
O. How satisfied were you with each of Please rate each item on a scale of 1 to Opportunities to:	5, where 5 is "Very Satisfied"	ties on	this vi : "Not a	t All S	I 00	% % d".
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13. Please rate your satisfaction with the following elements of your visit. Check N/A for those you did not use.

Travel Alberta website (TravelAlberta.com) Tourism BC website (HelloBC.com) Guided walks / tours Quality of education / interpretive programs Education / interpretive exhibits The "Mountain Guide" publication Pre-trip print publications History/geography info from business staff in the parks Value for money at restaurants in the parks Value for money at restaurants in the parks Value for money at attractions/activities in the parks Value for money at actractions/activities in the parks Value for money at actractions/activities in the parks Value for money at actractions/activities in the parks Value for money at attractions/activities in the parks Value for money at actractions/activities in the parks Value for money at actractions/activities in the parks Value for money at actractions/activities in the parks Why visit as an educational experience My visit as an educational experience Why visit as an educational experience Value for entrance fee What were the highlights of your visit? What could we do to make your next visit better? These parks form the largest protected area in the Rocky Mountains Aboriginal groups have inhabited the area for more than 9,000 years The Athabasca River was too rough for fur trade travel The Athabasca River was too rough for fur trade travel The Athabasca River was too rough for fur trade travel The Athabasca River was too rough for fur trade travel The Athabasca River was too rough for fur trade travel The Athabasca River was too rough for fur trade travel The Athabasca River was too rough for fur trade		N/A	Very Satisfic	ed		Not at	all Satis
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Quality of education / interpretive programs Education / interpretive exhibits The "Mountain Guide" publication Pre-trip print publications Pre-trip print publications History/geography info from business staff in the parks History/geography info from business staff in the parks Friendliness of Parks Canada staff Friendliness of Pusiness staff in the parks Value for money at restaurants in the parks Value for money at hotels/motels in the parks The Columbia lcefields Snocoach Tour Service in official language of choice Availability of education / interpretive programs My visit as an educational experience My visit as an educational experience My visit as an educational experience What were the highlights of your visit? What were the highlights of your visit? These national parks protect and present significant aspects of Canada. Which of the collowing statements are true or false? True These parks form the largest protected area in the Rocky Mountains Aboriginal groups have inhabited the area for more than 9,000 years The Athabasca River was too rough for fur trade travel The main valleys of these parks were once filled with glaciers The spiral rail tunnels in Yoho were built to protect the train from avalanches All of the methwater from the Columbia lcefield flows to the Atlantic Ocean Banff National Park was established around the Miette Hot Springs The Rocky Mountain Trench separates the eastern and western Rockies The majority of park wildlife is found in the subalpine ecoregion The Banff Springs Snail is common throughout Banff National Park The Burgess Shale is significant for its numerous intact dinosaur remains	Tourism BC website (HelloBC.com)						
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Thank you for your time. If you would like to complete the survey online, please use the following website address: www.info2003.ca. Your password is on the front cover of this survey. Otherwise, please return your completed questionnaire in the attached Business Reply Envelope (from within Canada).

Please have an enjoyable visit and a safe trip home.



Time of Day

Morning	1
Afternoon	2
Evening	3
Full day	4

Places

Jasper National Park	
Miette Hot Pools /Pocahontas area	J1
Lakes Edith & Annette /	
Jasper Park Lodge	J2
Maligne Canyon	J3
Maligne Lake area	J4
Town of Jasper area	J5
Pyramid & Patricia Lakes area	J6
Old Fort Point	J7
Whistlers Mountain area /Tramway	J8
Marmot Basin ski area	J9
Mt. Edith Cavell area	J10
Athabasca River / Falls	J11
Sunwapta River / Falls	J12
Columbia Icefield Area	J13
Along the Icefields Parkway	J14
Along the Yellowhead Highway	J15

Banff National Park

North Saskatchewan River	B1
Saskatchewan Crossing	B2
Bow Lake / Bow Summit area	B3
Moraine Lake and Lake Louise	B4
Lake Louise ski area	B5
Village of Lake Louise	B6
Along the Trans Canada Highway	В7
Johnston Canyon/Bow Valley Parkw	ay B8
Bow River	B9
Sunshine ski area / Meadows	B10
Town of Banff and area	B11
Mt. Norquay area	B12
Minnewanka Loop area	B13
•	

Kootenay National Park

•	
Marble Canyon area	K1
Paint Pots	K2
Along Highway #93 So	outh K3
Kootenay River	K4
Radium Hot Springs	K5

Yoho National Park	
Spiral Tunnels	Y1
Takakkaw Falls area	Y2
Village of Field	Y3
Emerald Lake	Y4
Kicking Horse River	Y5
Other Yoho National Park	Y6

Outside the Parks in Alberta

Canmore area	A1
Calgary area	A2
Kananaskis Country area	A3
Lethbridge area	A4
Medicine Hat area	A5
Waterton Lakes area	A6
Edmonton area	A7
Hinton area	A8
Grande Cache area	A9
Red Deer area	A10
Along the David Thompson	
Highway	A11
Other Alberta	A12

Outside the Parks in British Columbia

C1
C2
C3
C4
C5
C6
C7
C8
C9
C10
C11
C12

Accommodation Type

In a campground	1
In a hotel, motel, lodge	2
In a hostel	3
In a commercial bed & breakfast	4
In the home of a friend or relative	5
In the wilderness	
(not a campground)	6

Activities

Entering the parks (entry)

Leaving the parks (exit)	2
Anytime	
Driving	3
Driving and sightseeing	4
Sightseeing / landmarks	5
Viewing wildlife	6
Visiting the hot pools	7
Education/ interpretive program	8
Visiting museum / historic site	9
Riding a gondola	10
Other recreation	11

Warm Weather	
Bird watching	12
Cycling / Mountain biking	13
Fishing	14
Canoeing / kayaking	15
Rafting	16
Taking a boat cruise	17
Walking	18
Hiking a trail	19
Backpacking	20
Horseback riding	21
Mountaineering	22
Golfing	23

Winter

Cross-country skiing	24
Downhill skiing/snowboarding	25
Snowshoeing	26
Ice climbing	27

Business and Pleasure	
Visiting with others	28
Buying gasoline	29
Business / conference	30
Eating (outside a restaurant)	31
Eating in a restaurant	32
Relaxing	33
Shopping / window shopping	34

Banff, Kootenay and Yoho National Parks

