

# Recreation Study 2023

## Methods Report



Prepared for Parks Canada Agency

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Report is designed for double-sided printing.

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This report presents the methodological details for the **Recreation Study 2023** conducted by Advanis on behalf of the Parks Canada Agency. The probability-based, online survey was administered between November 2 and 29, 2023 to 1,518 members of the Canadian public aged 18 or older who tend to visit parks (e.g., national, provincial parks) when they travel for leisure in Canada.

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## Executive Summary

Digital information and devices are important components of travel and are changing how people research, plan, travel and experience a place. As technology continues to shape consumer behaviour, it is inevitable that parks explore how and where to integrate digital technology in visitor servicing, specifically reception and orientation services. This exploratory study sought to better understand how people generally use and want to (or not) use digital technology to inform and support key aspects of visitor reception and orientation in parks and the rationale for their perspectives, specifically as it relates to arrival, at visitor centres, and at campground check-in.

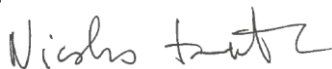
The study employed a probability-based, online survey administered to a national sample of adult Canadians 18 years of age and older who tend to visit parks when they travel for leisure. The survey, which took approximately 12 minutes to complete, was conducted between November 2 and 29, 2023, using a multi-stage approach and random telephone to web recruitment. The sample involved visitors (not the general population) and regional splits were based on third-party sports and leisure participation data. The data was weighted based on population estimates for the region of residence and age of Canadians who visited national or provincial parks in the last year.

A total of 1,518 Canadians completed the survey, with a response rate of 46.97 percent and a margin of error of +/- 2.52 percent at the national scale (19 times out of 20, at a 95 percent confidence interval). The total cost of the study was \$61,562.40 including taxes.

## Political Neutrality Statement and Contact Information

I hereby certify as a Senior Officer of Advanis that the deliverables fully comply with the Government of Canada political neutrality requirements outlined in the Communications Policy of the Government of Canada and Procedures for Planning and Contracting Public Opinion Research.

Specifically, the deliverables do not contain any reference to electoral voting intentions, political party preferences, standings with the electorate, or ratings of the performance of a political party or its leader.



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# 1. Background and Objectives

Protected areas in Canada, such as parks, welcome millions of people annually. These visitors are provided with information and services to support their visit through what is colloquially referred to as visitor servicing. Visitor servicing involves a range of activities, channels, and infrastructure whose primary function is to aid visitors in reception and orientation. Digital technology (via digital information and devices) are important components of travel, increasingly shaping how people plan and book a trip and experience a place. Technology is used in ways to provide visitors to protected areas with information and services to ensure safe and enjoyable visits.

The availability of information, enabled by digital technology, is changing trip planning needs, consumer expectations, and use of digital tools and devices to stay informed when travelling. This study explored the needs and expectations of Canadians as it relates to technology in different aspects of reception and orientation services in parks. Specifically, the study sought to understand the following:

- Canadians comfort with digital technology when travelling.
- Perceptions and needs upon arrival at parks.
- Perceptions, use and needs of park visitor centres.
- Perceptions and expectations of digital tools at park campgrounds.

The study sought insights from visitors who tend to visit protected areas /parks when they travel. It focused on how people use and want to use digital technology (needs, expectations) to inform and support aspects of their visit to parks. It was not about providing solutions to comment on or to rank. The information gleaned from the study will be used to inform larger conversations about the role(s) of technology in modernizing visitor reception and orientation in national parks, where and when relevant.

## 2. Methodology

The target audience was Canadians, across 10 provinces, who were 18 years and older and who tended to visit protected areas (e.g., national and/or provincial parks) when they travel for leisure in Canada (i.e., day trips, overnight trips).

The study employed a multi-stage sampling process that involved a random sample of Canadians (general population). Then, Advanis contacted a subset of its proprietary, probability-based General Population Representative Sample (GPRS) to reach out to participants with the needed characteristics. The approach was probability based and supports margin of error calculations.

### 2.1 Survey Design

The survey was designed by Parks Canada and programmed by Advanis ensuring all required standards for public opinion research in the Government of Canada were met. These requirements included but were not limited to notifications regarding privacy and voluntary participation, options for participation by those with accessibility challenges, adaptability of content based on device (e.g., smartphone, laptop screen), and web accessibility standards for online content.

Standards for pre-testing were also adhered to, with a pretest conducted in both English and French. The pretest was conducted on November 1, 2023. A total of 115 people were recruited by telephone, and 31 pretests were completed online (16 French and 15 English). Results of the pretests were provided to Parks Canada to review. After the pretest, a wording change was made to question Q9, question Q11 was changed from a single-response question to a multi-response and the Q16a/Q17a sequence was modified. The pretest data was not retained in the final dataset.

## 2.2 Sampling and Administration

As mentioned previously, the target audience was Canadians, across 10 provinces, who were 18 years and older and who tended to visit protected areas (e.g., national and/or provincial parks) when they travel for leisure in Canada (i.e., day trips, overnight trips). The sample involved visitors to parks (not the general population) and regional splits were based on third party sports and leisure participation data (Table 1).

This probability-based study was conducted using a multi-stage approach. In the first phase, Advanis added questions about park visitation to its internal research running within the general population. Respondents were randomly called to be invited to participate by telephone or interactive voice response – both landline and mobile phones. A link was sent to the potential respondent’s email address or mobile phone via short message service (SMS). Once the participant completed the online survey, they were asked if they’d be willing to participate in future studies. Their responses to the park visitation questions were analyzed to determine the potential pool for this Parks Canada study.

**Table 1:** Sample plan by province/region of Canada

Region	Estimated Population	Sample	Margin of error (19 times out of 20)
Atlantic	9.57 %	144	+/- 8.17 %
Quebec	19.15 %	287	+/- 5.78 %
Ontario	30.22 %	453	+/- 4.60 %
Prairies	8.99 %	135	+/- 8.43 %
Alberta	15.06 %	226	+/- 6.52 %
British Columbia	17.01 %	255	+/- 6.14 %
<b>Total</b>	<b>100 %</b>	<b>1,500</b>	<b>+/- 2.53 %</b>

**Table 2:** Details of survey invitations and reminders

Message ID	Purpose	Total Sent
1	Invitation (EN)	2,838
2	Invitation (FR)	839
3	Reminder 1 (EN)	1,346
4	Reminder 1 (FR)	472
5	Reminder 2 (EN)	530
6	Reminder 2 (FR)	129
	<b>Total</b>	<b>6,154</b>

During phase two, participants were randomly recruited within the pool to participate in this specific study by telephone - both landline and mobile phones. This phase lasted between November 2 and November 29, 2023. During the computer-assisted telephone recruit interview (CATI), participants were asked for permission to follow up with them regarding an online survey whereby a link was sent to the potential respondent’s email address or mobile phone via short message service (SMS). The email and SMS messages were sent out during appropriate hours within each time zone. Each survey had a unique number embedded in participant hyperlinks to eliminate the possibility of duplicate responses from any one participant. After sending initial invitations, reminder messages were sent three days later to applicants who had not yet completed a survey or were not screened out of the survey. A maximum of two reminder messages was sent. Overall, 6,154 invitations and reminders were sent during the data collection period (Table 2).

Inclusive participation is a requirement of public opinion research conducted by the Government of Canada. Online surveys are programmed to adapt to different devices (e.g., laptops, iPads, smartphones), large tables of

scaled questions on a screen are limited (i.e., difficult to navigate on some devices and by screen readers), and the needs of ability devices (e.g., screen readers, use of tab-key functions to navigate screens) are addressed through programming if requested. Alternative survey formats (e.g., interviews) were also available upon request. The accessibility measures Advanis put in place addressed the needs of participants who may have had different needs, however for this study, no one requested alternative formats of participation.

### 2.3 Weighting and Data Cleaning

Park visitors were the focus of the study. The sports and recreation data used as a proxy for the sample was based on population per province that visited parks (e.g., national, provincial), not visitation volumes. A focus on the general population would yield a large proportion of people who had never visited a park recently when they travel or people who don't travel. The sample is more reflective of Canada's tourism market draw, with a larger base of travellers from Central Canada, followed by Western Canada.

Overall, 3,677 Canadians were invited to participate, and 1,518 surveys were completed during the data collection period (Table 3). A total of 209 participants were screened out for rarely or never visiting national or provincial parks in Canada. The average survey length was 12 minutes in both languages. The response rate was 46.97 percent, and the overall margin of error was +/-2.52 percent, at a 95% confidence interval (Table 3). No respondents were screened out for being under 18 as Advanis only used a sample from its probability-based General Population Representative Sample (GPRS) that was over 18.

**Table 3:** Number of completes, by region

Region	Target population	Completed (unweighted)	Completed (weighted)	Margin of error (19 times out of 20)
Atlantic	144	160	145	+/- 7.75%
Quebec	287	310	291	+/- 5.57%
Ontario	453	455	459	+/- 4.59%
Prairie	135	156	136	+/- 7.85%
Alberta	226	238	229	+/- 6.35%
British Columbia	255	199	258	+/- 6.95%
<b>Total</b>	<b>1,500</b>	<b>1,518</b>	<b>1,518</b>	<b>+/- 2.52%</b>

**Table 4:** Invited and screened

Category	Total
Invited	3,677
Screened out	209
Completed	1,518
Response rate <sup>1</sup>	46.97%
Margin of error	<b>+/- 2.52%</b>
<sup>1</sup> Responding Units / (Unresolved + In Scope Non-Responding + Responding Units)	

The nature of the sample posed some challenges. Many of the contact databases managed by Parks Canada are for other purposes (e.g., camping reservations, annual pass purchase fulfilment), and cannot be transferred for use in research studies. There is also no master contact database of Canadian residents who visit parks, whether national parks or those in other jurisdictions. To weight the data, Advanis used population estimates provided by Parks Canada of Canadians that visited national or provincial parks in the last year by province and age. The data



was weighted by province of residence and age, using a rake weighting approach since we had access to Canada-wide estimates only, not the age breakdown by province.

All demographic and derived variables used in the analysis were included in the dataset. All open-ended question responses were coded to general themes and aggregated when the theme represented at least one percent of total responses for the question. Original and coded verbatim responses were maintained. All questions were crossed with themed categories to provide insight into the results. Final banner tables included unweighted frequencies and weighted percent for each variable.

## 2.4 Quality Control

Advanis employs quality control measures to ensure success across the entire life cycle of the project. These measures are detailed below.

**Survey Programming:** Advanis utilizes technology to maximize quality control in survey programming. Having developed a proprietary survey engine tool, Advanis professionals are able to design and program a survey in a browser-based environment, eliminating the need to involve a programmer who is less familiar with the survey subject matter. Below are the steps followed to ensure the quality of the survey.

- The survey was thoroughly pre-tested by Advanis' project team members, as well as by non-team members (non-team members provide "fresh eyes").
- The online survey was tested by representatives at Parks Canada (and their designated testers). This allowed Parks Canada to ensure skip patterns and survey questions were correctly programmed.
- The survey was pre-tested in English and French. This allowed Advanis to provide Parks Canada with insights into any issues with the survey prior to launch and suggestions for changes.

**CATI Methodology:** The CATI recruit script was programmed on Advanis' proprietary platform with no unforeseen challenges. Advanis was able to leverage its experience for the survey programming and the reminder process to achieve high quality standards. Advanis implemented the following to ensure high quality data collection:

- Trained the interviewers to best understand the study's objectives and to ensure that they were able to pronounce and understand the survey wording.
- Detailed call records were kept by the automated CATI system, and were monitored for productivity analysis (i.e., not subject to human error).
- Screening scripts contained a description of the importance of the research and the importance of respondent participation, serving as a motivator for respondents.
- The recruit scripts were pre-tested for best possible flow.
- Our average interviewer employment tenure is very high compared to industry standards, resulting in a team of interviewers who are more experienced and knowledgeable regarding the target audience.
- Advanis' Quality Assurance team listened to the actual recordings of ten percent of completed surveys and compared the responses to those entered by the interviewer, to ensure that responses were properly recorded. This is in addition to the live monitoring done by field supervisors.
- Team Supervisors conduct regular, more formal evaluations with each interviewer, in addition to nightly monitoring of each interviewer on their team.

To ensure high interview quality, interviewers are trained to use various interviewing techniques. As well as maintaining a professional attitude, interviewers must be convincing, read word-for-word, take notes, probe deeper on semi-open and open questions, systematically confirm the information given, and listen to the respondent.

**Web Methodology:** All Advanis online surveys are hosted internally by Advanis and employ a rigorous and stringent set of data collection control mechanisms to ensure the highest quality for the data collected. These mechanisms include:

- Respondents have a unique access code to ensure that only that participant can complete the online survey, reducing potential bias created by duplicate respondents.
- Extensive internal logic checks are programmed directly into the survey to ensure logical responses.
- Web surveys are implemented using Advanis' proprietary software (which is designed to handle complicated survey formats).
- Advanis administered a detailed internal test and an external pretest to ensure that the survey instrument was working as planned.
- We tested the questionnaire in multiple browsers and provided Parks Canada with a link so they could do internal testing.

**Data Handling and Reporting:** For the data collected, Advanis develops rules to check the validity of the data. These rules include items such as:

- Time taken to complete the survey.
- Checking for verbatim responses that are gibberish or don't make sense.
- Rigorous checks are completed to ensure the data is accurate and error-free according to the questionnaire logic (skip patterns).

Advanis staff have used the SPSS Statistics Software for over 20 years and are very proficient users of the software. All data cleaning performed on projects are outlined in syntax files with intermediate data files saved throughout the process. This ensures that the original raw data file is never overwritten, and that if an error is discovered in our code, we can quickly and easily rerun the syntax to produce a new data file. Individuals developing code incorporate internal checks in their code (e.g., crosstabs) to ensure the syntax had the desired effect. In addition, all syntax is reviewed by another team member or technical specialist for accuracy.

### 3. Non-Response Bias

Surveys are subject to bias or error – sampling and non-sampling error. Sampling error stems from the fact that surveys are conducted with a portion of the population. This means that the results achieved from participants may not be reflective of the entire population. Non-sampling error often stems from differences in response from those who participated and those who did not.

This study focused on visitors to parks and not the general population. The respondents that were considered included people who visited parks very often, often, or sometimes. This allowed to capture a range of visitors and a range of experiences – regular, repeat visitors, occasional visitors, and those who had experienced them for the first time. The focus was also not a particular park or region of parks, so the basis for the random sample was not visitation volumes. The focus was on the people who visited, and they can visit any park in the system. This results in a sample more reflective of Canada's domestic tourism market base. Non-visitors or people who rarely visit parks were excluded from this study. It is possible that they could have different views of the issues presented and explored in this study.

Thousands of Canadian visitors to national parks were invited to participate. It is difficult to assess the presence of non-response bias since information about why those invited chose to not participate is unavailable, nor is it ever available. One way to gauge the potential impact of non-response bias is to evaluate if the sample is representative by comparing the respondents' characteristics and gauge if they reflect known population characteristics (e.g., geography, demographics). However reliable demographic data was not available for this population to compare to. A rigorous approach also helps to increase response rates and reduce the effects of non-response bias. In addition to measures outlined earlier, other strategies to reduce non-response bias include:

- Recruiting by telephone achieves a higher response rate compared to email invitations.
- Out-pulsing local phone numbers (rather than a toll-free number) and the name of the study sponsor ("GovCanada") increases pick-up rates (reduces call screening).

- Systematic setting the next call date /time based on the outcome of the current call maximizes ability to reach respondents. Ensures each respondent is called methodically across days of the week and times of the day (especially those that are difficult to reach)
- Sending SMS text messages directly to participants provides a seamless transition from telephone to the online survey. Receipt can be confirmed in real-time and encourages respondents to complete the survey as soon as the call ends.
- Informing potential respondents of the study sponsor enhances credibility and reassures person that the call is not a scam.
- Offering the survey in both official languages maximizes ease of completion.

## Appendix: Questionnaires

[All necessary survey content and skip logics are included here. Content associated with software programming and the user interface are excluded.]

### English version

#### Survey Preface

Digital information (e.g., internet sites, social media, and apps) and devices (e.g., mobile phones) are important components of travel, shaping how people plan, book, and experience travel.

Technology is used in different ways to provide information and/or service to visitors in nature-based destinations, such as parks/protected areas. This survey is designed to explore the trip planning needs of Canadians when visiting parks, and the role(s) and expectations of technology to inform and support the experience upon arrival.

This survey explores travel and technology issues generally. Please think about how you travel and what you need/expect when you travel. It also focuses on protected areas/parks generally, not specific parks.

#### **1 Do you visit parks in Canada (e.g., national parks, provincial parks) when you travel for leisure/vacation (day trips, overnight trips)?**

- 1 – Very often
- 2 – Often
- 3 – Sometimes
- 4 – Rarely / never (thank and terminate\*)
- 5 – I don't travel for leisure in Canada (thank and terminate\*)

[\*We're sorry, but we are looking for people who visit parks. Thank you for the time you have given us]

#### **2 What is your comfort level with digital technology (e.g., mobile apps, smartphones)?**

- 5 – Extremely comfortable
- 4 –
- 3 –
- 2 –
- 1 – Not at all comfortable

#### **3 In general, how important is your mobile device/smartphone to you when travelling?**

- 5 – Extremely important (essential – I use it for everything)
- 4 – Important
- 3 – Moderately important
- 2 – Slightly important
- 1 – Not important (its more for emergencies)

#### **4 In general, when you plan a visit to a park you have never been to before, what is the most important information you want to know before going? Max 5.**

- 1 – Wait times at the entry gate (in minutes)
- 3 – Busy/quiet times of the day to visit
- 4 – Trail conditions (e.g., dry, muddy, closed) and difficulty
- 5 – How long something will take (drive times, hike X trail, do X)
- 6 – What to bring to do X activity or for conditions
- 7 – Skill level needed to do X activity

- 8 – How/where to find the campground
- 9 – Where I can stay/ nearby accommodations
- 11 – What things I can do/see there
- 12 – What I cannot do there (rules, protocols)
- 15 – Other
- 9 – Do not know

**5 Sense of arrival is the feeling of anticipation that the visit has begun. Which of the following would best describe when you feel you have ‘arrived’ at a park?**

- 1 – When I see the park sign
- 2 – When I am driving up to the entry gate/ kiosk
- 3 – When I am greeted by staff
- 4 – When I pass through the entry gate/ enter
- 5 – When I reach my campsite or in-park accommodation
- 6 – When I reach my park destination point (e.g., trail head, site X)
- 7 – Other: specify
- 9 – Do not know

Many protected areas/parks have some form of entry gate or kiosk that you drive up to/ go through to access the park.

**6 When you think of your experiences at park entry kiosks, what feeling generally comes to mind?**

- 1 – Welcomed (people are happy to see me)
- 2 – Relief (I made it/at the right place)
- 3 – Excitement (my visit can begin!)
- 4 – Frustration (wait times, traffic delays)
- 5 – Hindrance (slows access, unnecessary)
- 6 – Apprehension (not sure what to expect)
- 7 – Other
- 9 – Do not know

**7 In general, when you arrive at the park kiosk, what is the most important piece of information you would ask for from the person in the kiosk?**

- 9 – Do not know

Visitor centres are common in many Canadian parks. This section explores your general use and expectations of them.

**8 In general, when might you go into a park visitor centre?**

- 1 – I always visit the visitor centre
- 2 – If visiting the place for the first time
- 3 – If unable to access specific information on the place in advance
- 4 – If staying overnight (in or near the place)
- 5 – If my visit was spontaneous, did no planning
- 6 – If required to (to pay fees/ register for something)
- 7 – If poor weather occurs; wait for it to pass
- 8 – If I need to validate information found online
- 9 – I never visit a visitor centre (Go to 8a/b)
- 10 – Other:
- 9 – Do not know

**8a Why do you feel it is not necessary to visit a park visitor centre?**

-9 – Do not know

**8b What would a visitor centre need to provide/offer to encourage you to use it?**

-9 – Nothing in particular (go to 13)

**9 In general, what are you likely to do when you visit a park visitor centre? Max 5.**

1 – Use the washrooms

2 – Purchase souvenirs/gifts

3 – Grab coffee/snacks

4 – Get maps and/or directions

5 – Get latest safety information before heading out (e.g., road closures, trail conditions)

6 – Get information on how to experience the place (e.g., best order to do things)

7 – Get local best tips or recommendations

8 – Validate your online information with someone knowledgeable

9 – Get a park pass/pay fee(s)

10 – Book a tour, campsite, rent equipment (e.g., bikes)

11 – Take in exhibits or special events

12 – Rest/take a break

13 – Other:

-9 – Do not know

**10 In general, which of the following would best describe what you are seeking from a visitor centre?**

1 – Inspiration (i.e., what to do/see)

2 – Conversation (i.e., interaction with locals/staff who know the park)

3 – Peace of mind (i.e., have the latest info before heading out)

4 – Confidence (i.e., doing the right things, have what is needed, my plans make sense)

5 – Validation (i.e., confirm accuracy of information I have /plans made)

6 – Assurance (i.e., making the right decisions for my skill level, time I have)

7 – Other

-9 – Do not know

**11 Other than washrooms, what do you feel are important services to have at a park visitor centre today?**

**Max 5**

1 – Customer Service (e.g., people to talk to/ answer your questions)

2 – Interactive technology (e.g., kiosks to access info yourself)

3 – Immersive technology (e.g., live streams of trails, beach)

4 – Schedules (e.g., what's happening today, tour times, shuttle times)

5 – Safety information (e.g., trail closures/conditions, weather)

6 – Publications (e.g., paper maps, brochures)

7 – Booking service (e.g., tours, bike rentals)

8 – Educational material (e.g., exhibits, videos)

9 – Amenities (e.g., art gallery, café, wi-fi, lounge area)

10 – On site activation (e.g., seminars, place to meet for guided tours)

11 – Be mobile (vehicle that roams the park and stops where visitors are)

12 – Other:

-9 – Do not know

**12 If the following information or services were available online, for which ones would you still go to a park visitor centre?**

1 – Schedules (e.g., what's happening today, tour times, shuttle times)

- 2 – Safety information (e.g., trail closures/conditions, weather)
- 3 – Maps (e.g., park, trail)
- 4 – Booking service (e.g., tours, bikes rentals)
- 5 – Educational material (e.g., exhibits, videos)
- 6 – Fee payments (e.g., park passes, entry fees)
- 7 – None (I would stop going to park visitor centre) (Go to 13)

**12a Why is it important to you to visit a visitor centre in person to obtain the information and/or service if it were available online/digitally?**

-9 – Do not know

**13 How interested would you be in being able to book / purchase the following online for a park visit?**

- A digital **day pass** that is valid at a specific park on a specific day (downloaded to your phone/tablet)
  - A digital **annual pass** that is valid at a specific or multiple parks (downloaded to your phone/tablet)
- 5 – Very interested (I would prefer a digital version)
  - 4 –
  - 3 –
  - 2 –
  - 1 – Not at all interested (I prefer a paper version)

**14 In the last five years, have you gone camping in federal or provincial parks/protected areas?**

- 1 - Yes (Go to 15)
- 2 – No (Go to 18)

**15 Think about your experiences arriving at the park campground. What is generally most important to you when checking in at the campground?**

- 1 – Amount of time to register/check in
- 2 – Ease of registration (where to do, how to do)
- 3 – Ease of finding my campsite (and water/electrical hookups)
- 4 – Ease of paying for fees (e.g., entrance, firewood)
- 5 – Hours of operation (ability to check in after hours)
- 6 – Other:
- 9 – Do not know

**16 What aspects of the check-in process would you like to see done through some form of digital service (e.g., self-serve kiosk, mobile app)?**

- 1 – Vehicle registration/campsite check-in (and check out)
- 2 – Help locating your campsite (e.g., directions, maps)
- 3 – Changing campsites/campgrounds
- 4 – Requesting /purchasing firewood
- 5 – Help locating amenities (showers, playgrounds)
- 6 – Booking campground activities (e.g., fire side chats, bike rentals)
- 7 – Paying other fees (e.g., park entry fees)
- 9 – None of the above (Go to 17a)

**16a - Can you share why you feel a digital application may be suitable for some of the items you selected?**

-9 – Do not know

**17a - Can you share why you feel a digital application may not be suitable for any of these items?**

-9 - Do not know

**18 Which age category best describes you?**

- 1 – 18 to 24
- 2 – 25 to 34
- 3 – 35 to 44
- 4 – 45 to 54
- 5 – 55 to 64
- 6 – 65 or older
- 99 – Prefer not to say

**19 In which province or territory do you live?**

- 1 – British Columbia
- 2 – Alberta
- 3 – Saskatchewan
- 4 – Manitoba
- 5 – Ontario
- 6 – Quebec
- 7 – Newfoundland and Labrador
- 8 – Nova Scotia
- 9 – New Brunswick
- 10 – Prince Edward Island
- 99 – Prefer not to say

**20 Which gender category do you most identify with?**

- 1 – Male gender
- 2 – Female gender
- 3 – Gender diverse
- 99 – Prefer not to say

**21 Which of the following best describes you?**

- 1 – I was born in Canada
- 2 – I was born outside Canada
- 99 – Prefer not to say

**22 Do you have children under the age of 18 living in your household?**

- 1 – Yes
- 2 – No
- 99 – Prefer not to say

Thank you. These are all the questions we have for you. The Team at Parks Canada would like to thank you for your participation and providing your thoughts an important issue for park operations.

**Version française**

**Préface du sondage**

Les informations numériques (p. ex. les sites Internet, les médias sociaux, les applications, etc.) et les appareils (p. ex. les téléphones cellulaires, etc.) sont des éléments importants du voyage, car ils déterminent la manière dont les gens planifient, réservent, et découvrent un voyage.

La technologie est utilisée de différentes manières pour fournir des informations ou des services aux visiteurs dans les destinations naturelles, telles que les parcs /espaces protégés. Ce sondage est conçu pour comprendre les besoins des Canadiens en matière de planification de voyage lorsqu'ils visitent des destinations naturelles



telles que les parcs, ainsi que le rôle et les attentes de la technologie pour informer et soutenir leur expérience à l'arrivée.

Ce sondage explore les voyages et la technologie en général. Réfléchissez à votre façon de voyager et à ce dont vous avez besoin ou ce que vous attendez lorsque vous voyagez. Il se concentre également sur les parcs/espaces protégés en général, plutôt que de parcs spécifiques.

**1 Visitez-vous les parcs du Canada (p. ex. : parcs nationaux, parcs provinciaux) lorsque vous voyagez pour vos loisirs/vacances (excursions d'une journée ou d'une nuit) ?**

- 1 – Très souvent
- 2 – Souvent
- 3 – Parfois
- 4 – Rarement/jamais (remerciements et fin\*)
- 5 – Je ne voyage pas pour mes loisirs au Canada (remerciements et fin\*)

[\*Nous sommes désolés, mais nous recherchons des personnes qui visitent les parcs. Merci pour le temps que vous nous avez accordé.]

**2 Quel est votre niveau d'aisance avec la technologie numérique (p. ex. les applications mobiles, les téléphones cellulaires intelligents) ?**

- 5 – Extrêmement à l'aise
- 4 –
- 3 –
- 2 –
- 1 – Pas du tout à l'aise

**3 D'une manière générale, quelle importance accordez-vous à votre appareil mobile/téléphone cellulaire intelligent lorsque vous voyagez ?**

- 5 – Extrêmement important (essentiel – je l'utilise pour tout)
- 4 – Important
- 3 – Moyennement important
- 2 – Peu important
- 1 – Pas important (plutôt pour les cas d'urgence)

**4 En général, lorsque vous planifiez une visite dans un parc où vous n'êtes jamais allé auparavant, quelle est l'information la plus importante que vous voulez savoir avant de partir ? Max 5**

- 1 – Temps d'attente à la porte d'entrée (en minutes)
- 3 – Moments de la journée où les visites sont les plus fréquentes ou les plus calmes
- 4 – L'état des sentiers (p. ex. secs, boueux, fermés) et leur difficulté
- 5 – Combien de temps cela prendra-t-il (temps de trajet en voiture, randonnée sur un sentier X, faire X)
- 6 – Ce qu'il faut apporter pour faire l'activité X/pour les conditions
- 7 – Niveau de compétence requis pour réaliser l'activité X
- 8 – Comment/où trouver le terrain de camping?
- 9 – Où je peux me loger/trouver des logements à proximité?
- 11 – Ce que je peux faire/voir sur place
- 12 – Ce que je ne peux pas y faire (règles, protocoles)
- 15 – Autres
- 9 – Je ne sais pas

**5 Le sentiment d'arrivée est le sentiment de l'anticipation que la visite a commencé. Lequel des énoncés suivants décrit le mieux le moment où vous avez l'impression d'être arrivé dans un parc ?**

- 1 – Lorsque je vois le panneau du parc
- 2 – Lorsque j’arrive en voiture à la porte d’entrée/au kiosque
- 3 – Lorsque je suis accueilli par le personnel
- 4 – Lorsque je franchis le portail/la porte d’entrée
- 5 – Lorsque j’arrive à mon camping ou à mon hébergement dans le parc
- 6 – Lorsque j’atteins mon point de destination dans le parc (p. ex. le point de départ du sentier, le site X)
- 7 – Autre
- 9 – Je ne sais pas

De nombreux parcs /espaces protégés disposent d’un portail d’entrée ou d’un kiosque auquel on accède en voiture ou par lequel on passe pour accéder au parc.

**6 Lorsque vous pensez à vos expériences aux kiosques d’entrée des parcs, quel sentiment ou quelle impression vous vient généralement à l’esprit ?**

- 1 – Accueil (les gens sont heureux de me voir)
- 2 – Soulagement (j’ai réussi/ au bon endroit)
- 3 – Excitation (mon séjour peut commencer !)
- 4 – Frustration (temps d’attente, retards de circulation)
- 5 – Entrave (ralentit l’accès, inutile)
- 6 – Appréhension (ne pas savoir à quoi s’attendre)
- 7 – Autres
- 9 – Je ne sais pas

**7 En général, lorsque vous arrivez au kiosque du parc, quelle est l’information la plus importante que vous demanderiez à la personne du kiosque ?**

- 9 – Je ne sais pas

Les centres d’accueil sont courants dans de nombreux parcs du Canada. Cette section examine l’utilisation générale que vous en faites et les attentes que vous avez à leur égard.

**8 En général, quand pourriez-vous entrer dans le centre d’accueil d’un parc ?**

- 1 – Je visite toujours le centre d’accueil
- 2 – Si je visite le lieu pour la première fois
- 3 – S’il n’est pas possible d’accéder à l’avance à des informations précises sur le lieu
- 4 – Si vous passez la nuit (sur place ou à proximité)
- 5 – Si ma visite a été spontanée, n’a pas été planifiée
- 6 – Si nécessaire (pour payer des frais/s’inscrire à quelque chose)
- 7 – En cas de mauvais temps, attendre qu’il passe
- 8 – Si je dois valider des informations trouvées en ligne
- 9 – Je ne visite jamais un centre d’accueil (passez à 8a/b)
- 10 – Autres
- 9 – Je ne sais pas

**8a Pourquoi pensez-vous qu’il n’est pas nécessaire de visiter le centre d’accueil du parc ?**

- 9 – Je ne sais pas

**8b Qu’est-ce qu’un centre d’accueil devrait fournir/offrir pour vous encourager à l’utiliser ?**

- 1 -Rien en particulier (passez a 13)

**9 En général, qu’est-ce que vous êtes susceptible de faire lorsque vous visitez un centre d’accueil de parc ?**

- 1 – Utiliser les toilettes

- 2 – Acheter des souvenirs/cadeaux
- 3 – Prendre un café ou une collation
- 4 – Obtenir des cartes ou des directions
- 5 – Obtenir les dernières informations sur la sécurité avant de partir (p. ex. les fermetures de routes, l'état des pistes).
- 6 – Obtenir des informations sur la manière de découvrir le lieu (p. ex. le meilleur ordre des choses)
- 7 – Obtenir les meilleurs conseils locaux ou des recommandations
- 8 – Valider vos informations en ligne auprès d'une personne compétente
- 9 – Obtenir un laissez-passer pour le parc et payer les droits d'entrée
- 10 – Réserver une excursion, un camping, louer du matériel (p. ex. des vélos)
- 11 – Visiter des expositions ou des événements spéciaux
- 12 – Se reposer/faire une pause
- 13 – Autres
- 9 – Je ne sais pas

**10 En général, lequel des énoncés suivants décrirait le mieux ce que vous attendez d'un centre d'accueil ?**

- 1 – Inspiration (ce qu'il faut faire/voir dans le parc)
- 2 – Conversation (interaction avec les habitants/le personnel qui connaissent le parc)
- 3 – Tranquillité d'esprit (avoir les dernières informations avant de partir)
- 4 – Confiance (je fais les bonnes choses, j'ai ce qu'il faut, mes projets ont un sens)
- 5 – Validation (confirmer l'exactitude des informations dont j'ai eu / mes plans)
- 6 – Assurance (prendre les bonnes décisions en fonction de mon niveau de compétence ou du temps dont je dispose)
- 7 – Autres
- 9 – Je ne sais pas

**11 Outre les toilettes, quels sont, selon vous, les services importants à offrir dans un centre d'accueil de parc aujourd'hui ? Max 5.**

- 1 – Service à la clientèle (p. ex. des personnes à qui parler/qui répondront à vos questions)
- 2 – Technologie interactive (p. ex. les kiosques en libre-service)
- 3 – Technologie immersive (p. ex. le flux en direct des sentiers, de la plage)
- 4 – Horaires (p. ex. ce qui se passe aujourd'hui, les horaires des visites, les horaires des navettes)
- 5 – Informations sur la sécurité (p. ex. fermetures/état des sentiers, mises à jour météorologiques)
- 6 – Publications (p. ex. les cartes en papier, les brochures)
- 7 – Service de réservation (p. ex. les visites, vélos)
- 8 – Matériel pédagogique (p. ex. les expositions, vidéos)
- 9 – Commodités (p. ex. galerie d'art, café, Wi-Fi, lieu de détente)
- 10 – Activation sur place (p. ex. les séminaires, le lieu de rencontre pour les visites guidées)
- 11 – Être mobile (véhicule qui parcourt le parc et s'arrête là où se trouvent les visiteurs)
- 12 – Autres
- 9 – Je ne sais pas

**12 Si les informations ou services suivants étaient disponibles en ligne, pour lesquels vous rendriez-vous encore dans un centre d'accueil du parc ?**

- 1 – Horaires (p. ex. ce qui se passe aujourd'hui, les horaires des visites, les horaires des navettes)
- 2 – Informations sur la sécurité (p. ex. les fermetures/états des sentiers, les mises à jour météorologiques)
- 3 – Cartes (p. ex. le parc, le sentier)
- 4 – Service de réservation (p. ex. les visites, la location de vélos)
- 5 – Matériel pédagogique (p. ex. les expositions, les vidéos)
- 6 – Paiement de droits (p. ex. les cartes d'accès au parc, les droits d'entrée)
- 7 - Aucun - j'arrêteraï d'aller au centre d'accueil du parc (passez à 13)

**12a Pourquoi est-il important pour vous de vous rendre en personne dans un centre d'accueil pour obtenir des informations ou des services s'ils étaient accessibles en ligne/numériquement ?**

-9 – Je ne sais pas

**13 Dans quelle mesure seriez-vous intéressé par la possibilité de réserver / acheter ce qui suit en ce qui concerne les parcs ?**

- Un **laissez-passer journalier** numérique valable dans un parc à une date précise (téléchargée sur votre téléphone/tablette)
- Un **laissez-passer annuel** numérique valable dans un ou plusieurs parcs (téléchargé sur votre téléphone/tablette)

5 – Très intéressé(e) (j'aimerais une version numérique)

4 –

3 –

2 –

1 – Pas du tout intéressé(e) (j'aime la version papier/carte)

**14 Dans les cinq dernières années, faites-vous du camping dans des parcs/espaces protégés fédéraux ou provinciaux ?**

1 – Oui (passez à 15)

2 – Non (passez à 18)

**15 Pensez à ce que vous avez vécu en arrivant au terrain de camping du parc. Qu'est-ce qui est généralement LE PLUS important pour vous lorsque vous enregistrez votre arrivée pour le terrain de camping ?**

1 – Temps nécessaire à l'inscription et à l'enregistrement

2 – Facilité d'enregistrement (où et comment)

3 – Facilité de trouver mon emplacement de camping (et les branchements d'eau et d'électricité)

4 – Facilité de paiement des frais (p. ex. entrée, bois de chauffage.)

5 – Heures d'ouverture (possibilité de s'enregistrer en dehors des heures d'ouverture)

6 – Autres

-9 – Je ne sais pas

**16 Quels sont les aspects du processus d'enregistrement que vous souhaiteriez voir réalisés au moyen d'une forme de service numérique (p. ex. un kiosque en libre-service, une application mobile) ?**

1 – Enregistrement du véhicule/enregistrement au camping (et départ)

2 – Aide à la localisation du camping (p. ex. indications, cartes)

3 – Changement de camping/terrain de camping

4 – Demande/achat de bois de chauffage

5 – Aide à la localisation des équipements (douches, aires de jeux)

6 – Réservation d'activités sur le terrain de camping (p. ex. les discussions autour du feu, vélos)

7 – Paiement d'autres frais (p. ex. les frais d'entrée dans le parc)

9 – Aucune de ces réponses (passez à 17a)

**16a - Pouvez-vous nous dire pourquoi vous pensez qu'une application numérique peut être adaptée à certains des éléments que vous avez sélectionnés ?**

-9 – Je ne sais pas

**17a - Pouvez-vous nous dire pourquoi vous pensez qu'une application numérique ne peut pas être adaptée à aucun de ces éléments ?**

-9 – Je ne sais pas

**18 Dans quelle tranche d'âges vous vous situez ?**

- 1 – 18 à 24 ans
- 2 – 25 à 34 ans
- 3 – 35 à 44 ans
- 4 – 45 à 54 ans
- 5 – 55 à 64 ans
- 6 – 65 ans ou plus
- 99 – Je préfère ne pas le dire

**19 Dans quelle province ou quel territoire habitez-vous ?**

- 1 – Colombie-Britannique
- 2 – Alberta
- 3 – Saskatchewan
- 4 – Manitoba
- 5 – Ontario
- 6 – Québec
- 7 – Terre-Neuve-et-Labrador
- 8 – Nouvelle-Écosse
- 9 – Nouveau-Brunswick
- 10 – Île-du-Prince-Édouard
- 99 – Je préfère ne pas le dire.

**20 À quelle catégorie de genre vous identifiez-vous le plus ?**

- 1 – Genre masculin
- 2 – Genre féminin
- 3 – Diverses identités de genre
- 99 – Je préfère ne pas le dire

**21 Lequel des énoncés suivants vous décrit le mieux ?**

- 1 – Je suis né(e) au Canada
- 2 – Je suis né(e) à l'extérieur du Canada
- 99 – Je préfère ne pas le dire

**22 Avez-vous des enfants de moins de 18 ans vivent-ils actuellement dans votre maison ?**

- 1 – Oui
- 2 – Non

Ce sont toutes les questions que nous avons pour vous. L'équipe de Parcs Canada aimerait vous remercier de votre participation et de vos réflexions sur un sujet important pour les opérations du parc