



An Evaluation of
The Mountain Guide
Parks Canada

Prepared for Parks Canada

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T h e P r a x i s G r o u p [™]

Table of Contents

Executive Summary	2
Résumé	3
1. Background and Methods	5
1.1 Background	5
1.2 Study Methods	5
2. Receiving <i>The Mountain Guide</i>	6
2.1 Visitor Profile	6
2.2 Sources of Information Used	7
2.3 <i>The Mountain Guide</i> – Distribution and Use	8
3. Visitor Evaluation of <i>The Mountain Guide</i>	11
3.1 Value of Information Provided	11
4. Design Features of <i>The Mountain Guide</i>	12
5. Alternative Methods for Arrival Information	13
6. Stakeholder Interviews	15
Appendix 1 Survey Instruments	18

Executive Summary

The Mountain Guide is one of the main sources of arrival information visitors obtain when visiting the mountain national parks. Prior to reprinting the guide in spring of 2006, Parks Canada wanted to gather information from visitors and stakeholders that would assist in redesigning the guide.

A total of 280 visitor contacts were provided to Praxis for participation in a survey. Surveys, along with a copy of the guide were mailed to the participants. A total of 126 surveys were returned (45% response rate). In addition to the visitor surveys, ten industry experts were also interviewed by telephone to obtain their views on *The Mountain Guide*.

The Mountain Guide is regarded as a very useful, informative publication. Almost everyone who participated in the survey read the guide to some extent (94%).

In terms of content, it was generally felt the amount of information should not be reduced, in fact more information is better in this type of publication (if well organized). The maps are excellent and contain the right amount of detail. The highest priority is with information that will help orient the visitor through their visit. Therefore, maps, activities, facilities, services, rules and safety information are considered the highest priorities. The main gap in the current version relates to detailed trail information. Information on historic sites is also not well represented in the publication. Advertisements were regarded by most as a major detraction from the quality and flow of the publication.

Virtually all study participants spoke highly of the publication being in colour, its organization and the quality of maps. The main concern regarding format was the size, which many feel should be produced in a “magazine style”. The current size is 13”x10”.

Although the Parks Canada website is regarded as a useful pre-trip planning tool, and was well used by the park visitors surveyed, it is not viewed as a replacement for *The Mountain Guide*. Most visitors want to have a printed document on hand they can refer to on their trip.

There was strong support for maintaining a publication containing all the mountain parks, and following the same format and distribution method. The views expressed by the survey participants (visitors) closely paralleled those offered by the stakeholders (expert interviews).

Résumé

Les experts sont d'avis que le guide pourrait être amélioré s'il était un peu plus attrayant. Ils estiment qu'il faudrait y mettre des couleurs et des photos plutôt que de recourir à des esquisses et à une impression monochrome. Un répondant a suggéré d'en faire un « passeport » que les visiteurs pourraient faire estampiller, ce qui permettrait de promouvoir les autres parcs et de faire en sorte que les visiteurs conservent leur guide.

Le *Guide des montagnes* compte parmi les principales sources d'information auxquelles ont accès à leur arrivée les visiteurs lors de leur séjour dans les parcs nationaux des montagnes. Avant de réimprimer ce guide au printemps de 2006, Parcs Canada a voulu recueillir de l'information auprès des visiteurs et des intervenants pour l'aider à donner une nouvelle forme à cette publication.

Parcs Canada a donné le nom de 280 visiteurs au total à Praxis pour le sondage. Des formulaires de sondage, de même qu'un exemplaire du guide, ont été envoyés par courrier aux participants. Un total de 126 formulaires ont été retournés, ce qui représente un taux de réponse de 45 %. En plus de ce sondage, Praxis a aussi interrogé au téléphone 10 experts de l'industrie pour savoir ce qu'ils pensent du *Guide des montagnes*.

Le *Guide des montagnes* est vu comme un document d'information très utile. La quasi-totalité des gens qui ont participé au sondage ont lu ce guide dans une certaine mesure (94 %).

Pour ce qui est du contenu, les répondants estiment, en général, qu'il ne faudrait pas réduire la quantité de renseignements fournis, mais qu'en fait, il serait préférable de fournir davantage de renseignements dans ce genre de documents (pourvu que les renseignements soient bien organisés). Les cartes sont excellentes, et elles sont suffisamment détaillées. Les visiteurs accordent la plus grande importance aux renseignements qui les aideront à s'orienter lors de leur séjour. Les cartes, les renseignements sur les activités, les installations et les services, les règlements et les conseils de sécurité figurent en tête de liste. Dans la version actuelle, il manque surtout de l'information détaillée sur les sentiers. L'information sur les lieux historiques y fait aussi défaut. La plupart des gens voient les publicités comme des éléments qui nuisent à la qualité et à la fluidité du guide.

La quasi-totalité des participants ont dit beaucoup de bien de l'impression couleur du guide, de l'organisation de l'information et de la qualité des cartes. En ce qui concerne le format, leur principale préoccupation a trait à la taille du guide : un grand nombre d'entre eux estiment que le guide devrait avoir la taille d'un magazine. Il est imprimé sur du papier 13 po x 10 po à l'heure actuelle.

Si l'on considère que le site Internet de Parcs Canada constitue un précieux outil de planification et qu'il est bien utilisé par les visiteurs des parcs sondés, on ne le voit toutefois pas comme un outil susceptible de remplacer le *Guide des montagnes*. La plupart des visiteurs souhaitent avoir un document papier en mains qu'ils peuvent consulter durant leur voyage.

Une grande majorité des participants sont en faveur de conserver un guide portant sur l'ensemble des parcs des montagnes, et de suivre le même format et la même méthode de diffusion. Les opinions exprimées par les participants à l'enquête (les visiteurs) rejoignent de beaucoup celles des intervenants (les experts).

1. Background and Methods

1.1 Background

The Mountain Guide publication is provided to visitors as they enter Banff, Jasper, Kootenay, Yoho, Glacier, and Mount Revelstoke National Parks. It is provided at the entrance gates and is also available at various locations throughout the parks. Information topics include mountain park culture, nature, activities, regulations, dealing with wildlife, some services and facilities, campgrounds, town and park maps, and park specific stories.

The research objectives of *The Mountain Guide* evaluation were as follows:

From the perspective of visitors

- ☐ Determine if *The Mountain Guide* is meeting the information needs of visitors
- ☐ Evaluate readability, aesthetics, appeal, strengths and weaknesses
- ☐ Identify areas for improvement

From the perspective of stakeholders

- ☐ Perceived strengths and weaknesses of guide
- ☐ Suggestions for improvements

1.2 Study Methods

Survey

Survey participants were recruited by Parks Canada in the fall of 2005. *The Mountain Guides* provided to visitors had a sticky note inviting the visitor to call a 1-800 number or go to a website to register for the survey. An incentive was offered to encourage participation.

A total of 280 contacts were provided to Praxis. Surveys, along with a copy of the guide were mailed to the participants. A cash draw prize was used as an incentive for returning the survey. A postage-paid envelope was provided with the survey.

A total of 126 surveys are included in the analysis for a 45% response rate.

Expert Interviews

Praxis conducted interviews with 10 industry experts who were familiar with *The Mountain Guide*. The interviews provided a stakeholder perspective on the publication.

The study was conducted from the mid-November to mid-December, 2005.

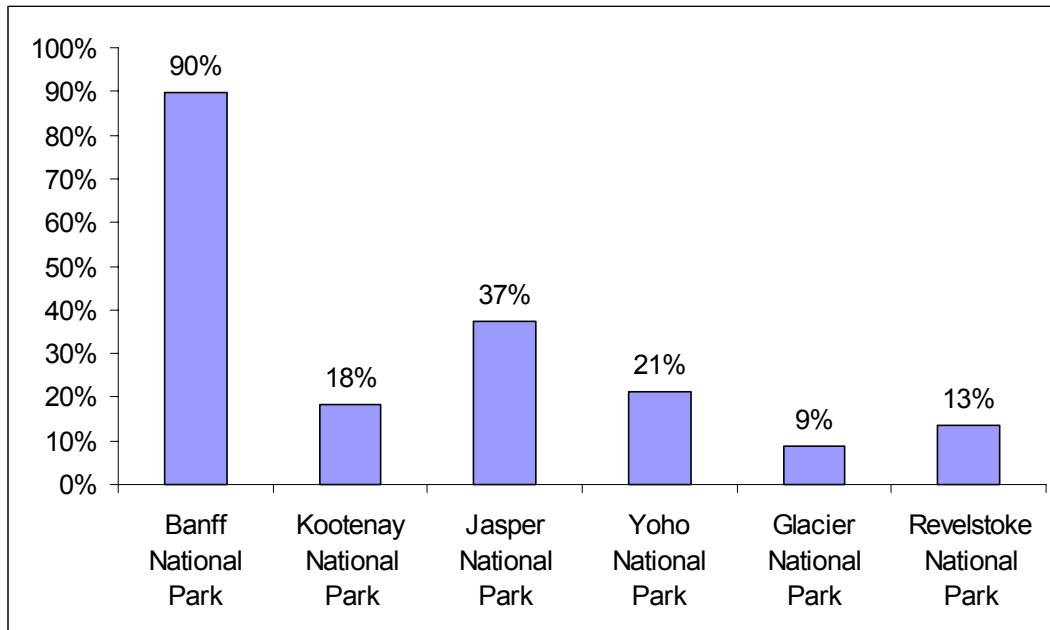
2. Receiving *The Mountain Guide*

2.1 Visitor Profile

Parks Visited

Survey participants were asked which mountain national parks they visited in 2005. The vast majority of survey respondents visited Banff National Park (90%) followed by Jasper National Park (37%).

Figure 1. Parks Visited by Survey Respondents (n=126)



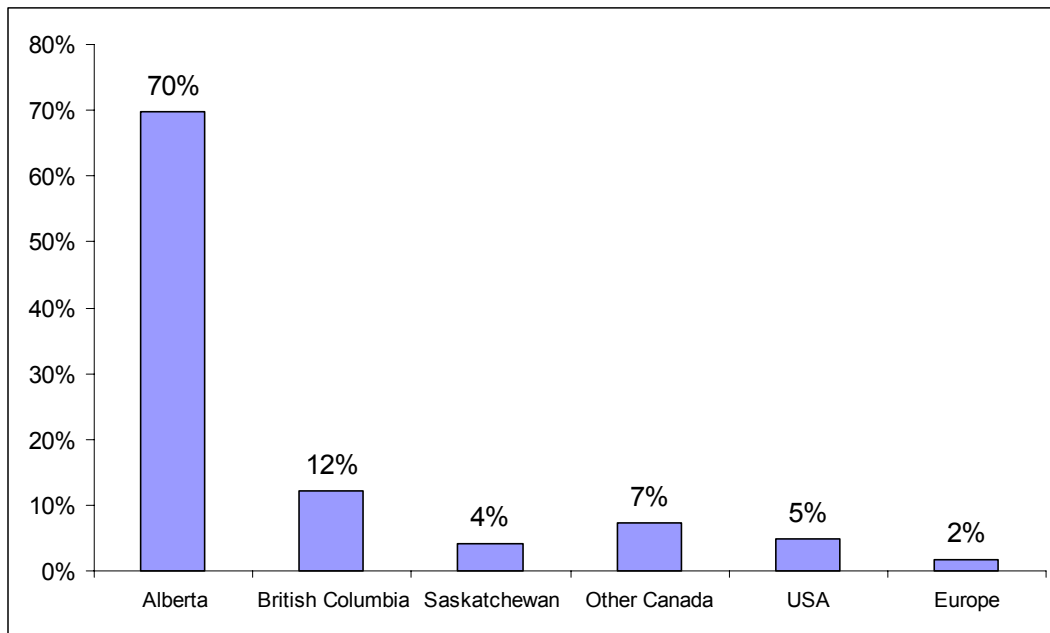
Origin

According to the 2003 Mountain Park Visitor Use Study, almost half (45%) of the visitors to the mountain national parks are from Alberta, 21% from other parts of Canada, 21% from the United States and 9.4% from Europe. Albertans make up the majority of visitors from October to March (over 60%).

The sample for *The Mountain Guide* evaluation was drawn entirely from the fall season, therefore resulting in an over-representation of Alberta residents, compared to annual use.

Figure 2 shows the survey distribution of respondents by origin. Seventy percent of respondents were from Alberta, 23% from other parts of Canada and the balance from USA and foreign origins.

Figure 2. Origin of Survey Respondents (n=126)



2.2 Sources of Information Used

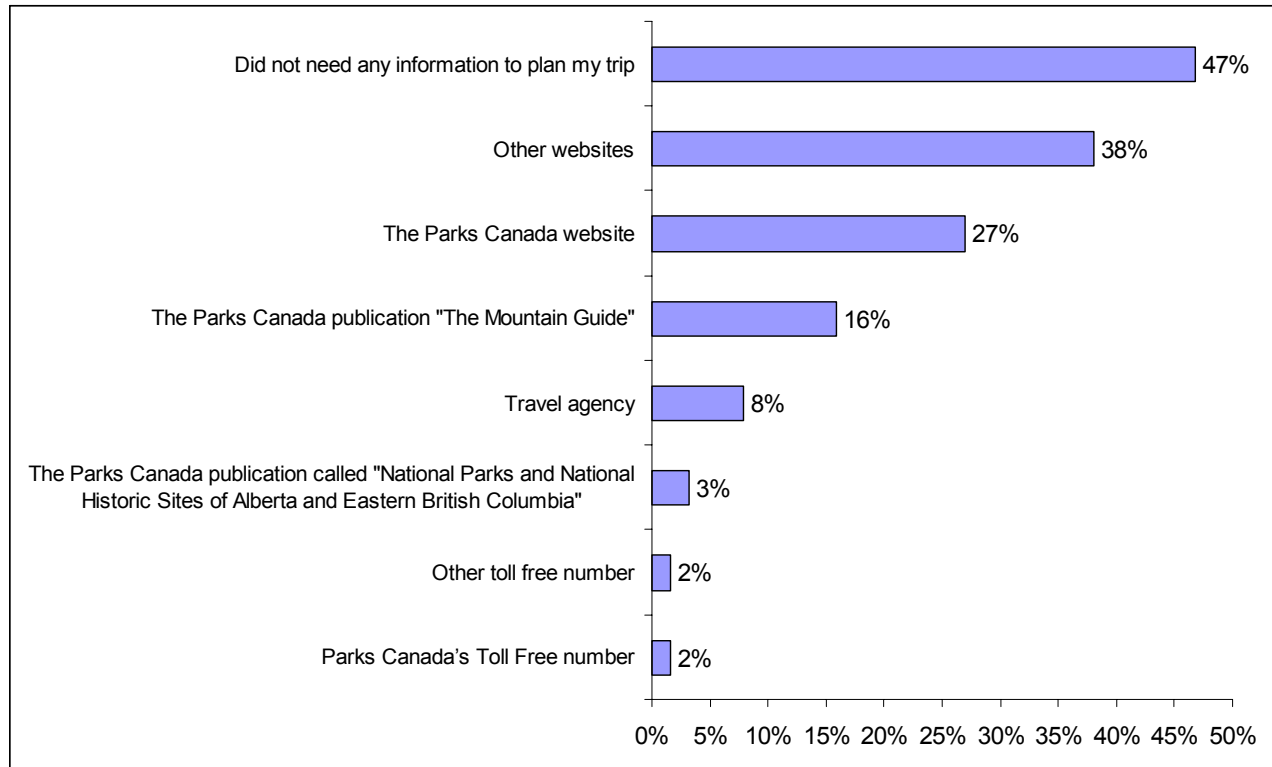
Visitors were asked which trip planning information sources they used prior to leaving home (figure 3, following page).

It is important to consider that very few Albertans (the majority of the sample) are first time visitors to the parks according to the 2003 Mountain Park Visitor Use Study (3.2%). This can have a significant impact on the nature and extent of pre-trip information needed by the mountain parks' single biggest market.

Figure 3 shows that 47% of the sample did not use pre-trip planning information. Among those who did not use information to plan their trip, 76.8% were from Alberta and 12.5% were from British Columbia.

Websites were the most common source of pre-trip planning information. This included the Parks Canada website (27%) and other websites (38%).

Figure 3. Source of Information Used to Plan Trip (n=126)



2.3 *The Mountain Guide* – Distribution and Use

Visitors were asked if they recalled receiving *The Mountain Guide* when they arrived at the mountain national parks. Overall, 95% of visitors surveyed remembered receiving the guide. It should be noted this result was likely upwardly biased by the method through which the sample frame was created (they had to receive a guide in order to agree to participate in the survey).

Table 1. Recall Receiving and Reading *The Mountain Guide*

	When you arrived at the mountain national parks, do you recall receiving a copy of <i>The Mountain Guide</i> ?	Do you recall reading the <i>Mountain Guide</i>
Europe	100%	100%
Other Canada	93%	100%
British Columbia	80%	92%
USA	100%	100%
Alberta	98%	99%
Overall	95%	98%

It should be noted the differences between the origins shown in Table 1 below are not statistically significant.

The majority of respondents, even those from nearby origins, read parts or all of the publication.

Table 2. Extent of Readership of *The Mountain Guide*

	Skimmed through it	Read parts of it	Read most or all of it
Europe		100%	
Other Canada	15%	54%	31%
British Columbia		75%	25%
USA		83%	17%
Alberta	22%	47%	31%
Overall	18%	53%	29%

Visitors were asked how helpful the information in the guide is in relation to seven attributes:

- ☐ know what attractions, activities, services, and facilities are available in the national parks?
- ☐ find your way around the national parks?
- ☐ know about the park rules and regulations?
- ☐ know how to vacation safely in a national park?
- ☐ learn about the importance of maintaining cultural heritage and natural ecosystems?
- ☐ know why national parks are established?
- ☐ decide which national parks or national historic sites to visit?

Table 3 shows the information in the guide is most helpful in knowing what attractions, services and facilities are available in the national parks (mean = 4.03) and least helpful in terms of deciding which parks to visit (likely because this decision is made before arrival).

Statistically significant differences were noted in these results by origin (based on Analysis of Variance at the .05 level). Specifically, non-Canadian visitors found the guides more helpful in terms of knowing which attractions to visit, finding their way around the parks and park rules and regulations. There were no significant differences in the remaining variables by origin.

Table 3. Helpfulness of *The Mountain Guide*

Did <i>The Mountain Guide</i> help you to....	Mean
know what attractions, activities, services, and facilities are available in the national parks?	4.03
find your way around the national parks?	3.75
know about the park rules and regulations?	3.63
know how to vacation safely in a national park?	3.55
learn about the importance of maintaining cultural heritage and natural ecosystems?	3.3
know why national parks are established?	3.19
decide which national parks or national historic sites to visit?	2.78

3. Visitor Evaluation of *The Mountain Guide*

3.1 Value of Information Provided

Ratings of the importance of information provided in *The Mountain Guide* point to its value in providing orientation and activity information. The highest mean scores were attributed to townsite information, maps and things to see and do. Readers also considered the articles on human wildlife conflicts important.

The least importance was given to articles related to stories about nature and stories about culture heritage. Respondents were also less motivated to read articles on nature and culture than on orientation and activities.

Table 4 Importance of Information in *The Mountain Guide*

	Importance	Motivated to read this
	Mean Score (1-5)	
townsite information	4.57	4.53
park map (p. 3)	4.48	4.38
information on things to see and do	4.46	4.4
Importance of info on human-wildlife conflicts	4.35	4.05
park rules	4.11	3.9
safety messages	4.09	3.95
activity guide (p. 6)	3.98	3.96
stories about nature	3.63	3.46
stories about cultural heritage	3.36	3.22

In addition to the above Likert scale ratings of importance and motivation to read the articles, visitors were asked open-ended questions about what information they considered most useful and least useful in the publication.

Over 80% of the comments indicated maps are the most useful information provided in the publication. Also considered useful is information about safety, rules, wildlife human conflict and activities. This is consistent with the Likert scale ratings of these attributes.

The least useful information provided in the publication includes advertisements (over 40% of comments) and cultural information (15% of comments). Although people understood the advertisements pay for the guide and are therefore important, they felt they were poorly organized and disrupted the flow of the publication.

4. Design Features of *The Mountain Guide*

Visitors were asked to rate seven design features of the guide (Table 5). In addition to the Likert scale rating from 1=poor to 5 =excellent, respondents were asked for comments on each of the features.

Overall, visitors are very impressed with *The Mountain Guide*.

Most of the comments on design related to the size of the publication. Over half of the survey participants commented that it would be better if the format was smaller in size (magazine style).

- ♦ Mostly positive
- ♦ Suggestions include:
 - ♦ Smaller size (majority of comments)
 - ♦ Length is fine
 - ♦ More hiking information
 - ♦ Busy - should be better organized
 - ♦ Needs an index
- ♦ Too many advertisements
 - ♦ Looks too busy
 - ♦ Advertisements (commercial information) should be organized by park
- ♦ Maps are excellent. The few suggestions include:
 - ♦ More hiking information
 - ♦ Location of business/accommodation

Table 5. Rating of Design Features

	Rating of the design feature
	Mean
The detail provided in the maps of the parks and townsites	4.20
The amount of information on things to do in each park	4.13
The organization of information	4.12
The presentation of information on things to do in the parks	4.05
The attractiveness of the guide	4.04
The length (40 pages)	3.94
The size - dimensions	3.58

5.0 Alternative Methods for Arrival Information

Survey participants were asked about alternative methods of providing arrival information. From the five scenarios offered to survey participants, the strongest support was for the status quo. There was little support for providing all the information in a large fold-out map, referring just to the website, or having individual publications for each park.

The survey also asked visitors if the guide contained 'too much information'. Responses to this question indicate more information is not an issue if organized well, and the current amount of information is not an issue.

Table 6 Alternative Methods of Presenting Arrival Information

Level of agreement with statement	
	Mean
<i>The Mountain Guide</i> in its current form is excellent	4.22
Prefer individual publications for each park	2.46
Prefer information on a large fold out map	1.98
Prefer all information on the PC website	1.91
There is too much information in <i>The Mountain Guide</i>	1.87

- ♦ People prefer having all the parks in one booklet
 - ♦ If they change plans they still have the information
 - ♦ Helps to promote lesser known parks
 - ♦ More convenient
 - ♦ Less duplication of information
- ♦ Most people want print and web
 - ♦ Use web from home to plan their trip
 - ♦ Want printed copy to carry along
 - ♦ Too much information to print off the web
- ♦ People felt the amount of information is needed to allow the detail?
 - ♦ They can just skip over what they don't need, but would not want to see amount of information reduced
- ♦ Large fold out map would be too cumbersome
 - ♦ Prefer current format
 - ♦ Would be too much information for a map
- ♦ Existing guide
 - ♦ Apart from minor changes the existing guide is excellent
 - ♦ Get rid of advertisements
 - ♦ Smaller size
 - ♦ More information on hiking

The Mountain Guide contained advertisements which provided visitors with information related to commercial businesses providing services within the parks. Since advertisements are no longer permissible in government publications, the information about commercial services will have to be made available through other means.

Survey participants were asked which of four options they preferred (Table 7). More than two thirds of respondents indicated that a directory of services should be offered in *The Mountain Guide* publication to provide this information.

Table 7 Information About Commercial Services

	Percent
Directory of services in <i>The Mountain Guide</i>	67%
Separate brochures for each commercial operation available through tourism bureaus or chamber of commerce	21%
Information in provincial accommodation guide	21%
Information available on Chamber of Commerce website	17%

6.0 Stakeholder Interviews

Interviews were conducted with ten industry experts to obtain their views on *The Mountain Guide* and *The Alberta & Eastern British Columbia Vacation Planner*. Unlike the visitor surveys which separated the evaluations of these two publications, the expert interviews allowed the respondent to comment on both publications.

The organizations represented included:

- ☐ Golden Tourism
- ☐ Banff Lake Louise Tourism
- ☐ Brewster Transportation and Tours
- ☐ Banff Park Lodge
- ☐ Provincial VIC, Alberta Government
- ☐ Kootenay Rockies Tourism
- ☐ Radium Hot Springs Chamber of Commerce
- ☐ Columbia Valley Chamber of Commerce
- ☐ Friends of JNP
- ☐ Waterton Lakes National Park

Participants were telephoned in advance to set up a time for the interview. They were also sent a copy of the questions along with a brief description of the two publications.

Vacation Planner

*The Alberta & Eastern British Columbia Vacation Planner is **targeted to potential visitors engaged in planning a trip and visitors en-route to a national park** or national historic site within Alberta or Eastern British Columbia. It provides visitors with a broad view of the national parks and national historic sites in Alberta and Eastern British Columbia, such as brief introductions to the areas, how to get there, how to make the most of their visit, some available activities, a basic map, and further contact details. This guide is intended as a pre-trip planning tool and is available through a 1-888 number or on the Parks Canada website.*

The Mountain Guide

*The Mountain Guide is **targeted to visitors to Banff, Jasper, Kootenay, Yoho, Glacier, and Mount Revelstoke National Parks**. It is provided at the entrance gates to the mountain parks and is available at various locations throughout the parks. Information topics include mountain park culture, nature, activities, regulations, dealing with wildlife, some services and facilities, campgrounds, town and park maps, and park specific stories (e.g. Fire and Ice).*

Effectiveness of Two Publications

Most respondents felt the two publications work well and meet their objectives. There was recognition that pre-trip information and arrival information should be different, and that both are needed. Pre-trip information is necessarily of less detail and should be intended more as a lure piece. Arrival information should provide the necessary information to finalize daily activity plans.

While there may be some duplication of information, this was not seen by most as an issue. Several participants felt there may be value in combining the content of the two publications, however, there was no consensus on this. There was also recognition for the need to have a nationally consistent publication, as with the Vacation Planner, to

provide a recognizable brand identity to the system of national parks. However, it was felt this would not be possible while maintaining the level of detail provided in *The Mountain Guide*.

The Mountain Guide provides the right level of detail and information. There were few issues with the length, size and format of the publication. The Vacation Planner is also at the right level of detail, although the design and layout are “very government” and “boring”.

Web or Print

Everyone felt arrival information should be provided in print form. For pre-trip planning information it was generally felt the web provides a valuable alternative. Most, however, believe pre-trip information must still be available in print.

Several people felt the current Parks Canada website is excellent, others felt it is very difficult to navigate for tourism information. Those who referred to the website often to obtain up-to-date park information were more positive about the site. In particular, the hiking trail information and descriptions are often used by tourism counselors to provide visitors with up-to-date information. Most felt the Parks Canada website is regarded as the most credible source of current information on trail conditions, closures and other safety information.

The main concern with the Parks Canada website is there is too much information, making it difficult to zero in on trip planning information for a specific park, unless you are familiar with the site.

It should be noted that a number of the suggestions offered by the experts in fact already exist on the website, such as information on activities, downloadable versions of *The Mountain Guide*, links to tourist information sources and trip planning information.

Do the Publications Meet the Needs of Their Audience?

The Vacation Planner provides the right level of detail. The information on the number of days needed to get the most out of a visit is ideal. As a publication intending to provide a broad view of parks and sites, it works well. More detailed information can then be obtained from the website or the toll free numbers provided.

The Mountain Guide meets the needs of visitors as an arrival publication. It was felt that the publication should be made available through locations other than the park gates (e.g. Golden Visitor Centre). Consistent with what visitors indicated, there is the need for more detailed backcountry information. By contrast, the campground information and level of detail is excellent. Other than hiking information, the maps provided meet the needs of visitors. There is virtually no redundant information.

Format and Content

The Mountain Guide: Overall impressions of content and format of *The Mountain Guide* were quite positive. The content could be improved by adding trail information, stories

about wildlife and more information on historic sites. Removal of the advertisements will create a void in information about commercial operations, although it was felt by most that the advertisements detracted from the publication.

Although information about Waterton is missing, this was not seen as a concern from the park's perspective. Waterton shares a destination market with Glacier National Park in Montana. Although there may be some cross-marketing potential by including Waterton in *The Mountain Guide*, the higher priority is to participate in a joint publication with Glacier National Park.

Views on the size of the publication were mixed, some saying it is too big and awkward, others saying it stands out from the rest of the publications. The colour indexing makes *The Mountain Guide* easy to use.

Vacation Planner: Although the content is fine, most felt the publication needs to be presented as a lure piece. Adding colour, photos instead of graphics, and generally improving its attractiveness were the main issues raised. There was no agreement on size (half said it's too small, half liked the size). A suggestion to have this set up as a passport may be worth pursuing as this would encourage people to retain the publication and may even act as a catalyst to visit more parks and sites.

Several people noted the publications should be printed on recycled paper.

Appendix 1 Survey Instruments



The Mountain Guide Survey

Section I When you received *The Mountain Guide*

Please think back to when you first received *The Mountain Guide* on your visit to the national parks.

1. Please indicate which of the following national parks you visited in 2005?

- ☐ Banff National Park
- ☐ Kootenay National Park
- ☐ Jasper National Park
- ☐ Yoho National Park
- ☐ Glacier National Park
- ☐ Revelstoke National Park

2. Before you left home on your most recent visit to the mountain parks, did you use any of the following information sources to plan your trip (please check all that apply):

- ☐ Did not need any information to plan my trip
- ☐ The Parks Canada website
- ☐ Other websites
- ☐ Travel agency / Tourist information centre
- ☐ Parks Canada's Toll Free number
- ☐ Other toll free number
- ☐ The Parks Canada publication called *National Parks and National Historic Sites of Alberta and Eastern British Columbia*
- ☐ The Parks Canada publication *The Mountain Guide*

3. When you arrived at the mountain national parks, do you recall receiving a copy of *The Mountain Guide*?

- ☐ Yes ☐ No (If no please go to **Section 2**)

4. Do you recall reading *The Mountain Guide*?

- ☐ Yes
- ☐ skimmed through it but did not read it thoroughly
 - ☐ read parts of it
 - ☐ read most or all of it
- ☐ No, did not read it at all (if no, please go to **Section 2**)



Parks
Canada

Parcs
Canada

5. Did *The Mountain Guide* help you to ... (please choose a number from 1 to 5 for each statement)

	Did not help at all		Helped somewhat		Helped a great deal
	1	2	3	4	5
decide which national parks or national historic sites to visit?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
know what attractions, activities, services, and facilities are available in the national parks?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
find your way around the national parks?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
know how to vacation safely in a national park?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
know about the park rules and regulations?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
know why national parks are established?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
learn about the importance of maintaining cultural heritage and natural ecosystems?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Section 2 Your Evaluation of *The Mountain Guide*

The purpose of *The Mountain Guide* is to provide visitors with information about the mountain national parks that will help them get the most out of their visit while visiting the parks.

6. Referring to *The Mountain Guide* included with this survey, please indicate how important each information item in the left column would be to you when visiting a national park and secondly, how motivated you would be to read this information during your visit.

	How important is this information to you when visiting the parks?					How motivated would you be to read this information while visiting the parks?				
	Not at all important		very important			Not at all motivated		very motivated		
	1	2	3	4	5	1	2	3	4	5
Map of mountain parks (p. 3)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Stories about Cultural Heritage (p. 4)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Stories about Nature (p. 5)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Activity guide (p. 6)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Park rules (p. 7)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Park safety messages (p.7)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Information on how to avoid wildlife-human conflicts (p. 8 to 11)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Things to see and do in the park (see example on p. 12 for Banff Townsite)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Maps of individual parks or townsites (see example on p. 13 for Banff Townsite or 17 for Banff National Park)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Information on services and activities offered by commercial businesses operating within or adjacent to the mountain park townsites (throughout publication)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

7. What information do you feel is most useful in *The Mountain Guide*?

8. What information do you feel is least useful in *The Mountain Guide*?

Section 3 Design Features of *The Mountain Guide*

9. Please rate each of the design features in the left column from 1 to 5, where 1 is poor and 5 is excellent. If you rate the item 3 or lower, please comment on how you feel this should be changed.

Design Features of <i>The Mountain Guide</i>	Your rating of the design feature					What would you prefer to see? Please comment on how you would like to see this item changed
	poor	average			excellent	
	1	2	3	4	5	
The size (dimensions)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	
The length (currently 40 pages)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	
The amount of information on things to do within each of the parks	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	
The presentation of information about things to do within each of the parks	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	
The attractiveness of <i>The Mountain Guide</i>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	
The organization of information for each of the 6 parks	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	
The detail provided in the maps of the parks and townsites	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	



Section 4 Other approaches to providing visitor information

The Mountain Guide is provided to visitors when they arrive at the park. We would like your views on different approaches to providing visitors with information.

10. Please rate your level of agreement with the methods of providing visitors with information by choosing a number for each statement from 1 to 5, where 1 is strongly disagree and 5 is strongly agree. Please provide comments to explain your rating.

	Please indicate your level of disagreement or agreement					Please provide additional information to explain your response Comments	
	Strongly disagree		Strongly agree				
	1	2	3	4	5		
I would prefer to receive individual publications for only the parks I plan to visit.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>		
I would prefer to see all of the information I need on the Parks Canada website, rather than a printed copy	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>		
There is too much information in <i>The Mountain Guide</i> to be of use to me when I receive it at the park gate.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>		
I would prefer the activity information be presented on a large fold-out map of the park, rather than in a magazine format	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>		
I think <i>The Mountain Guide</i> in its current form is an excellent means of providing visitors with information they need when arriving at the park	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>		

11. Since advertising is no longer permitted in government publications, how would you prefer to get information on commercial businesses providing services within the parks?

- ☐ Directory of services in *The Mountain Guide*
- ☐ Separate brochures for each commercial operation available through tourism bureaus or Chamber of Commerce
- ☐ Information available on Chamber of Commerce website
- ☐ Information in provincial accommodation guide
- ☐ Other (please specify) _____

12. When you travel do you have an Internet connection through a device like a Blackberry, phone or mobile computer?

- ☐ Yes ☐ No

13. Thinking about the kind of information you need when visiting the national parks, please provide any additional comments that will help us better meet your information needs.

Section 4 About You

Please answer the following questions about yourself. This information will help us classify your responses. All information provided will be kept strictly confidential.

1. Are you..... ☐ male? ☐ female?

2. Which age category do you fall into?

- ☐ 13 to 20 ☐ 21 to 30
☐ 31 to 50 ☐ 51 to 65 ☐ over 65

Thank you for taking the time to complete the survey. If you would like to be entered into a draw for \$500 Canadian, please provide us with the following information:

First Name _____

Last Name _____

Phone Number _____ (please include area code)

Alternate Phone Number _____

This information will only be used for the purpose of the draw.
There will be one person randomly selected at the completion of the survey.
The winner will be contacted by telephone.





Le Guide des Montagnes

Section 1. Quand vous avez obtenu *le Guide des Montagnes*.

Pensez à quand vous avez obtenu le Guide des Montagnes lors de votre visite dans un des parcs nationaux.

1. Indiquez sur cette liste le (ou les) parc(s) national (aux) que vous avez visité(s) en 2005?

- | | |
|---|---|
| <input type="checkbox"/> Parc National Banff | <input type="checkbox"/> Parc National Kootenay |
| <input type="checkbox"/> Parc National Jasper | <input type="checkbox"/> Parc National Yoho |
| <input type="checkbox"/> Parc National des Glaciers | <input type="checkbox"/> Parc National du Mont-Revelstoke |

2. Lors de votre plus récent voyage, **Avant de Partir** pour visiter un parc des Montagnes avez-vous utilisé une des sources de renseignements suivantes? (Cochez toutes les cases pertinentes)

- ☐ Pas besoin de renseignements pour la planification
- ☐ Le site Internet des Parcs Canada
- ☐ Autres sites Internet
- ☐ Agence de Voyage
- ☐ Numéro sans frais de Parcs Canada
- ☐ Autres numéros sans frais
- ☐ *L'Agenda Les Parcs Nationaux et les Sites Historiques Nationaux en Alberta et l'est de la Colombie-Britannique*
- ☐ *Le Guide des Montagnes*, publication de Parcs Canada.

3. **Arrivé sur les lieux**, aux parcs nationaux, vous souvenez-vous avoir reçu votre exemplaire du *Guide des Montagnes*?

☐ Oui ☐ Non (Si Non Répondez à la section 2)

4. Vous souvenez-vous avoir lu *Le Guide des Montagnes*?

☐ Oui
☐ feuilleté mais pas tout lu
☐ lu des parties
☐ presque tout lu

☐ Pas lu du tout (dans ce cas Répondez à la section 2)

5. *Le Guide des Montagnes* vous a aidé à.....

(Choisissez un nombre de 1 à 5 pour qualifier vos réponses

1 = N'a pas du tout aidé 3 = A un peu aidé 5 A beaucoup aidé)

	N'a pas du tout aidé		A un peu aidé		A beaucoup aidé
	1	2	3	4	5
Choisir quel parc national ou quel site historique.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
En savoir plus sur les activités, les services ou autres questions.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Sur les routes et les chemins dans les parcs nationaux.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
À éviter les dangers dans les parcs nationaux.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
En savoir plus sur les règlements dans les parcs nationaux.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Apprendre pourquoi les parcs nationaux ont été établis.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Qu' il est important de respecter les écosystèmes naturels et le patrimoine.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Le but du *Guide des Montagnes* est de donner aux visiteurs le plus de renseignements possibles pour profiter au maximum de leur séjour dans les parcs nationaux.

- Dans la colonne de droite indiquez votre degré de motivation

[illegible]

7. Dans *le Guide des Montagnes* quels renseignements considérez-vous **les plus utiles**?

8. Dans *le Guide des Montagnes* quels renseignements considérez-vous **les moins utiles**?

Section 3. *Le Guide des Montagnes*

9. Évaluez chaque aspect de la présentation dans la colonne de gauche De 1 à 5 (comme ci-dessus) **Si vous donnez un 3 ou moins, expliquez vos raisons.**

	Évaluation					Expliquez vos raisons
	Pas Bonne		Normale		Excellente	
Présentation du Guide des Montagnes						
	1	2	3	4	5	
Les dimensions	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Le nombre de pages (40 dans le guide en cours)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Le nombre de renseignements pour les activités dans les parcs	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
La présentation des renseignements sur ce qu'il y a à faire dans chacun des parcs	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Le Guide des Montagnes est beau	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
La quantité de la publicité	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
L'organisation des renseignements pour chacun des 6 parcs	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Les cartes des parcs et des villes donnent des détails	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	

Section 4. Autres Approches

Le Guide des Montagnes est distribué aux visiteurs à l'entrée du parc. Nous aimerions savoir si vous avez d'autres idées pour la dissémination des renseignements

10. Évaluer les méthodes en choisissant un nombre de 1 à 5.
 Dans la colonne de droite indiquez votre accord
 Dans celle de gauche expliquez vos réponses

	Indiquez votre accord					Expliquez vos raisons
	Fortement en désaccord				Fortement en accord	
	1	2	3	4	5	
Je préfère recevoir la publication seulement pour le parc que je vais visiter	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Je préfère voir tous les renseignements requis sur le site Internet de Parcs Canada plutôt que dans le Magazine.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Je trouve qu'il y a trop de renseignements dans <i>Le guide des Montagnes</i> pour être utiles quand je le reçois à l'Entrée du Parc.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Je préfère que les renseignements soient présentés sur une grande carte pliable plutôt que le format actuel du Guide des Montagnes.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Je pense que le format actuel est une excellente façon de présenter les renseignements requis à l'arrivée dans le parc.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	

11. Puisque les annonces publicitaires ne sont plus permises dans les publications distribuées par le gouvernement comment aimeriez-vous avoir des renseignements sur les entreprises commerciales offrant leurs services dans les parcs?

- ☐ Des annuaires dans *Le Guide des Montagnes*.
- ☐ Des brochures pour chacune des opérations commerciales qui seraient distribuées par les bureaux de tourisme et les chambres de commerce.
- ☐ Des renseignements sur les sites Internet des chambres de commerce.
- ☐ Autres suggestions Spécifiez S.V.P.

12. Lorsque vous voyagez, avez-vous une connexion Internet par téléphone, ordinateur portable ou Blackberry?

- ☐ Oui ☐ Non

13. Lorsque vous voyagez dans les parcs nationaux, de quels renseignements avez-vous besoin? Faites des commentaires qui nous aideront à mieux vous aider.

Section 5. Renseignements Personnels

Répondez aux questions suivantes car elles nous aideront à mieux classer vos réponses. Bien entendu, toutes les données seront strictement confidentielles.

1. Êtes-vous? ☐ Homme ☐ Femme

2. Quel âge avez-vous?

- | | |
|---|--------------------------------------|
| <input type="checkbox"/> 13 à 20 ans | <input type="checkbox"/> 21 à 30 ans |
| <input type="checkbox"/> 31 à 50 ans | <input type="checkbox"/> 51 à 65 ans |
| <input type="checkbox"/> plus de 65 ans | |

Nous vous remercions d'avoir pris le temps de répondre à nos questions. Si vous voulez avoir la chance de gagner le grand-prix de \$500 Canadiens, n'oubliez pas de nous donner les renseignements nécessaires :

Prénom_____

Nom de Famille_____

Numéro de téléphone _____ Sans oublier le code régional.

Autre Numéro de téléphone_____

Ces données ne seront utilisées que pour la loterie.

Expert Interview Guide



Vacation Planner

The *Alberta & Eastern British Columbia Vacation Planner* is **targeted to potential visitors engaged in planning a trip and visitors en-route to a national park** or national historic site within Alberta or Eastern British Columbia. It provides visitors with a broad view of the national parks and national historic sites in Alberta and Eastern British Columbia, such as brief introductions to the areas, how to get there, how to make the most of their visit, some available activities, a basic map, and further contact details. This guide is intended as a pre-trip planning tool and is available through a 1-888 number or on the Parks Canada website.

The Mountain Guide

The Mountain Guide is **targeted to visitors to Banff, Jasper, Kootenay, Yoho, Glacier, and Mount Revelstoke National Parks**. It is provided at the entrance gates to the mountain parks and is available at various locations throughout the parks. Information topics include mountain park culture, nature, activities, regulations, dealing with wildlife, some services and facilities, campgrounds, town and park maps, and park specific stories (e.g. Fire and Ice).

We would like your opinions on *The Mountain Guide* and the *Alberta & Eastern British Columbia Vacation Planner*.

In general

Consider how well the two publications work together as an effective means to provide visitors with information. Keep in mind the Vacation Planner is intended to provide visitors with pre-trip planning information while The Mountain Guide is intended as an on-site guide.

1. Do you feel print publications like the Vacation Planner and Mountain Guide are effective means of delivering trip planning and site visit information?

2. Do the two publications work well together? Is there duplication of information within these publications? Do visitors need print information for pre-trip and on-site visitation?

3. How do you feel the information for pre-trip planning and arrival should be integrated with the Parks Canada website? Should there be more or less reliance on the web? Should Parks Canada host this information, or should the information be offered through partners?

Meeting visitors needs

1. Considering the information visitors need to plan their trip to a national park or national historic site, does the content of the **Vacation Planner** cover all of their information

needs? If not, what specifically is missing? Is there information in the Vacation Planner that is redundant or unnecessary for trip planning?

2. Most visitors receive their copy of the **Mountain Guide** at the park entry gate. How well do you feel The Mountain Guide is meeting the needs of visitors when they arrive? What information is missing? What information is redundant or unnecessary?

Format and Content

We would like your thoughts on the content and how this content is presented within these publications.

Please comment on The Mountain Guide in relation to each of the following. Please offer any suggestions for improvements in each area.

Is The Mountain Guide

... Informative and useful?

... Inviting and attractive?

... Easy to use?

Please comment on the Vacation Planner in relation to each of the following. Please offer any suggestions for improvements in each area.

Is The Mountain Guide

... Informative and useful?

... Inviting and attractive?

... Easy to use?

Any other comments on how we can improve pre-trip or on-site information for visitors to the Mountain Parks?