



2016 CAMPGROUNDS SURVEY SUMMARY

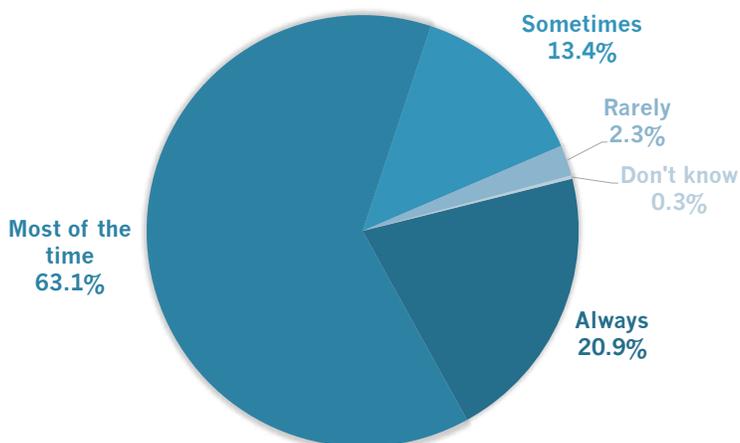


In 2016, the Yukon Bureau of Statistics conducted a survey on behalf of Yukon Parks to gather information on Yukon residents and visitor perspectives about camping in Yukon government campgrounds. The results, summarized in this paper, are being used to make improvements.

What We Heard

- Yukon residents have a personal connection and concern for their campgrounds. Written responses to the survey provide a sense of people's emotional connections with Yukon Government campgrounds as well as their concerns
- Yukon residents and visitors like their campgrounds: 84% stated that territorial campgrounds meet their expectations always or most of the time.
- Yukon Government Campgrounds are the primary destination for nearly 80% of respondents and just over a quarter use Yukon Government campgrounds as a stopover en route.

ARE WE SATISFIED WITH YG CAMPGROUNDS?



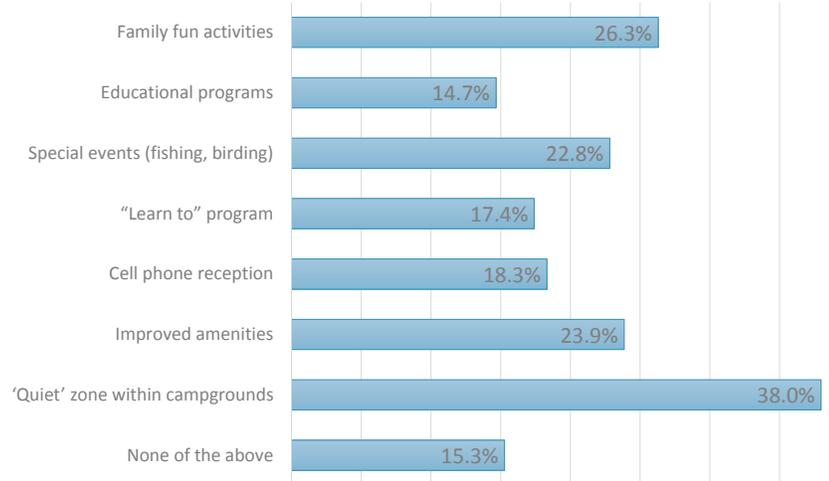
Survey Mechanics at a Glance

- Online English and French survey.
- Ran between **June 24 and September 26, 2016.**
- **1,841** completed surveys.
- Multiple choice and open-ended questions.
- **5,568 comments** were submitted, and coded into themes.
- Yukon residents comprised **87%** of the respondents.
- **62%** of Yukon respondents from Whitehorse.
- **78%** of responses were Yukon resident annual pass holders.



- When choosing a campground, campers are influenced “always or most of the time” by:
 - Availability of campsites (91%)
 - Distance and travel time from home (58%)
 - Weather forecast (56%)
 - Fishing opportunities (49%)
 - Road conditions (46%)
 - Hiking opportunities (43%)
 - Motor boating or boat ramp (31%)
 - En route location (30%)
 - Canoeing opportunities (23%)
 - Children’s activities (20%)
 - Gas prices (16%)
 - Biking opportunities (13%)
 - Hunting opportunities (10%)
- People of all ages are camping in Yukon’s campgrounds, although the data collected on ages in this survey reflect a stronger family orientation. Most respondents enjoy camping in a social setting and 76% camp in RVs, while 44% camp in tents (not necessarily exclusively).

FACTORS TO ENCOURAGE DRIVING A LITTLE FURTHER

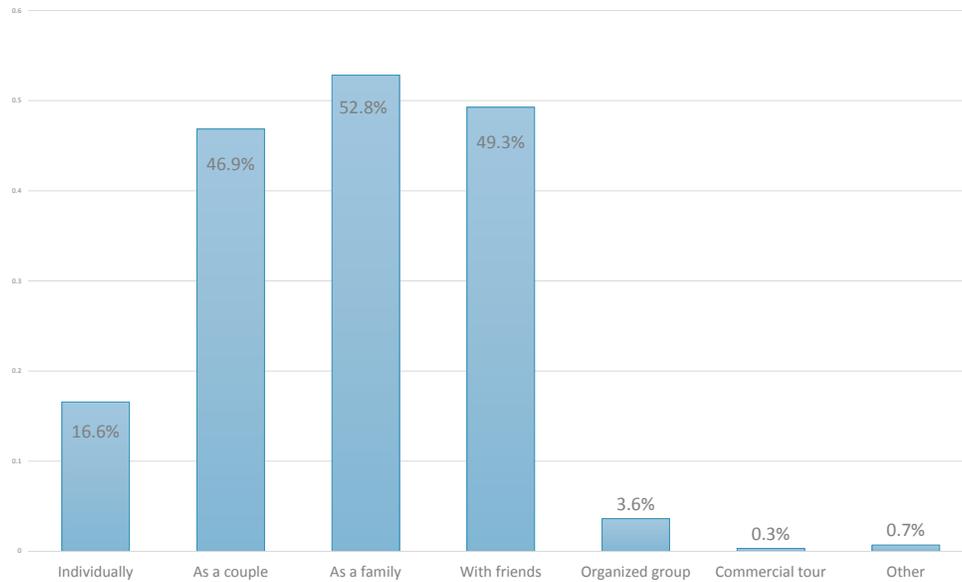


- 64% of respondents travel between one and two hours to a Yukon Government campground. Many could be encouraged to drive further, to a less-used campground, if there was a designated “quiet zone” (38%) within the campground, family fun activities (26%), improved amenities (24%), or special events such as birding or fishing (23%) .





HOW DO WE GO TO YG CAMPGROUNDS?



- The most favourable (excellent or good) characteristics of Yukon campgrounds include:

- Price of the camping permit (94%)
- Ease of registration (91%)
- Personal safety (90%)
- Availability of firewood (88%)
- Experience in nature (87%)
- Friendly/comfortable atmosphere (87%).

- While most respondents rated these characteristics favourably, the less favourable (poor or very poor) characteristics of Yukon campgrounds include:

- Ability to find a suitable campsite (25%)
- Other campground users' respectfulness (15%).

- Respondents camp quite a bit:

- Most (81%) camp for 1 to 3 nights
- 14% take 1 - 2 trips/year
- 54% take 3 - 6 trips/year
- 20% take 7 - 12 trips/year





- What campers like about Yukon government campgrounds includes:
 - Well-maintained and clean campgrounds.
 - Free and available firewood.
 - Affordability of annual and daily permits.
 - Conveniently located campgrounds.
 - Beautiful location of campgrounds.
 - Providing access to nature and outdoor activities.
- Campers identified a variety of issues and improvements, including:
 - Solving fair access to campsites (more control or enforcement of holding unoccupied campsites).
 - Develop more campgrounds or infill at existing campgrounds (but avoid tight spacing).
 - Improving the seasons and permits.
 - Improving campsite design and accessible facilities.
 - Control noise related to generators and parties.
 - Improve amenities (outhouses) and recreational facilities (launches, docks, playgrounds, family-oriented facilities) and interpretive programs.



For More Information:

The full survey report can be viewed online. Visit yukonparks.ca.

