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**A PROFILE OF MICHIGAN STATE PARK USERS
WITH PROMOTION IMPLICATIONS**

BY

KATHERINE K. BEATTY

A THESIS

**Submitted to
Michigan State University
in partial fulfillment of the requirements
for the degree of**

MASTER OF SCIENCE

Department of Park and Recreation Resources

1988

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ABSTRACT

A PROFILE OF MICHIGAN STATE PARK USERS WITH PROMOTION IMPLICATIONS

By

Katherine K. Beatty

This study is only one part of a project funded by Parks Division, Michigan Department of Natural Resources. An on-site survey was conducted May-September 1985 and focuses on both campers and day users.

Camper parties were found to be mainly resident families spending 4.7 nights, participating in swimming, hiking/walking, and sightseeing and were content repeat users. In addition, the average camper party spent \$45.92 within twenty miles of the park. Conversely, day users were resident families on a five hour trip participating in swimming, picnicking, or hiking trails and were also content repeat users. Also, day user parties, on average, spent \$18.16 within twenty miles of the park.

Users of state parks rely heavily on recommendations from friends and relatives for information about parks to visit. This finding is the basis for a set of recommendations for improved targeting of promotional activities.

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I would like to dedicate this Thesis to a number of people who have shown a tremendous amount of support throughout the various stages of the writing of this document. First, I would like to thank Dr. Don Holecek, my major professor, and the other members of my graduate committee, Mr. Chuck Nelson and Dr. Dale Wilson. In addition, I would like to thank Drs. Joe Fridgen and Edward Mahoney for their time in sharing their individual insights on the State Park Project.

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CHAPTER I

INTRODUCTION

The growth rate of camping in the national context has been declining recently. "From an average annual growth rate of twenty percent in the 1960's, camping declined in the early 1970's to less than 10%, and to less than 5% in the late 1970's (LaPage and Cole, 1979)." As the number of visits along with visitor patterns have changed, downturns in the economy and recurring fuel price fluctuations have all led to a change in the environment for managing and financing recreation systems across the country (Howard and Crompton, 1980).

Michigan State Parks are being forced to move in the direction of self-sufficiency. In the past 38 years the legislature has ceased to appropriate the total amount of funds for the State Parks System-instead the users themselves are faced with the task of paying the difference between the amount of funds appropriated by the legislature and the amount needed by the State Parks Division to maintain and operate the facilities.

Funding sources for the Michigan State Parks operating budget have changed greatly since 1975. The proportion of the operating budget from the State Legislature has dropped from 67% in 1974-1975 to 31% in 1983-1984. This rep-

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resents a 50% decrease. During this period, users fees have increased from 33% of the final operating budget in 1974-1975 to 66% in 1983-1984. Clearly, users are continuing to pay an increasingly larger portion of the state park operating budget (Silagy, 1985).

As a result of this new movement toward self-sufficiency, Parks Division of the Michigan Department of Natural Resources (DNR) is looking for ways of increasing its revenues in order to provide the same level of service to which people are accustomed. Revenues can be increased a variety of ways. One way would be to increase the price of the daily and annual motor vehicle permits. Another way would be to increase the camping fees. In order to know the best way to increase revenues, it is necessary to carefully study the market and marketing environment of the DNR. This would involve, among other things, who and where the campers and day users come from (instate vs. out-of-state residents). If there is a considerable amount of out-of-state users, perhaps they should pay a higher fee since they do not pay Michigan taxes. Therefore, the DNR would be justified in raising its fees for out-of-state users. Currently at Warren Dunes State Park, out-of-state day users must pay \$1 more for their daily sticker. Perhaps this philosophy should prevail at other State Parks as well.

According to the National Park Service (1983), decisions that are based upon solid marketing principles not only save time and money but may also lead to increased visitation and greater user satisfaction. When marketing is done properly, in a manner consistent with the philosophy of public recreation in state parks, it can benefit the provider and receiver of services.

This paper will demonstrate how the Parks Division of the DNR could be moving towards more of a marketing approach. This marketing approach would enable the Division to: 1) increase revenues and public acceptance of this increase in fees, and 2) concentrate more on its users and what it can provide such as better facilities, maintenance, etc.

In the past, managers of State Parks were trained to manage facilities rather than seek out and respond to public need. This worked especially well because the State Parks in Michigan were the main source of camping and day use recreation products available. Presently, user needs are changing and alternatives are available, and as a result users are seeking other environments for camping and day use experiences and are finding an expanded range of alternatives available. Since it is impossible for the present day manager to keep abreast of both changes in users and potential users and the competition, it was necessary for the State Parks Division to undertake a study to discover who its users are

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and what they desire in a recreational experience. Therefore in 1984, Michigan State University (MSU) was awarded a contract by the Parks Division of the Department of Natural Resources to perform a study of Michigan State Park Campers and Day users.

Problem Statement

The purpose of this MSU study was twofold. First, this study was to gather basic demographic, psychographic, and historical data that would lay the foundation for planning and decision making in the future. Secondly, the study was designed to gather knowledge that would help state park managers in their planning and decision making while at the same time adding to the information base about Michigan campers.

Therefore, this paper will use the information from the Michigan State Park (MSP) study to aid in the two purposes outlined. A major focus will be to determine who is using the Michigan State Parks in a camping or day use capacity. This will include: demographic, party, residence, and trip characteristics, as well as information sources, equipment, activities, expenditures, vehicle permit use, and satisfaction. Once the "typical" camper and day user has been outlined, then the problem becomes one of discovering how to plan for the future in order to meet the needs of MSP campers and day users in the late 1980's and beyond.

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This planning involves developing a promotional strategy which will be specifically designed to reflect the data gathered from the Michigan State Park survey. This promotional strategy will consist of four parts: personal selling, advertising, publicity, and sales promotion. The strategy will address what Michigan State Park managers need to change about the state park experience in order to satisfy their users so they will return and possibly even recommend the park to others.

Objectives

The five objectives of this paper are:

- 1) Outline a profile of the "typical" state park day user.
- 2) Outline a profile of the "typical" state park camper.
- 3) Compare the "typical" day user and camper with findings from other relevant studies.
- 4) From the conclusions drawn from the analysis, develop strategies which can be implemented by the state park managers.
- 5) Design a promotional strategy.

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Expected Outcomes

As a result of this study the DNR will have a better understanding of who its users are. Managers will know what the "typical" camper and "typical" day user looks like. This will include such information as: socio-economic characteristics, participation patterns, information sources and reservation patterns. The importance of, and participation in, recreational activities will also be included as well as off-season activities, expenditures, and levels of and satisfaction. Plus, "typical" users will be compared with other "typical" users in other state park, state forest, and commercial studies as well as being compared to census data. The recommendations chapter will address how the State Park System could change to keep abreast of existing and potential user needs in order to increase attendance and revenues. Finally, the promotion chapter will outline specific recommendations to aid in: personal selling, advertising, publicity, and sales promotions.

Justification

The combined problem is one of discovering who uses state parks and, further, developing a strategy to keep managers in touch with their campers and day users so they can provide the experience the users desire. For example, a manager of a state park needs to know what visitors desire in visiting a state park and what makes

them come back to state parks. Also, managers need to know what the needs, desires, and problems of day users are in order to keep them coming to the state park system in desired numbers. One way to attain an awareness of the changing needs of users is through a survey. Michigan State University's Department of Parks and Recreation conducted such a survey in the summer of 1985. After carefully analyzing the data from the two surveys, the DNR will have a better understanding of who their users are and how to best meet their needs.

Use of the Study

This study can be used by the Parks Division of the DNR in planning for the future needs of its day users and campers. (For the purposes of this paper, a day user is defined as a Michigan State Park user who visits a day use area for a period not to exceed one day.) Based on the information in this paper, Parks Division managers can alter the attributes/facilities according to what the "typical" day user and camper desires in a State Park experience.

Limitations

There are many limitations to this study. One such limitation is that the survey was designed to provide a basic profile of Michigan State Park users and not of

non-users of the State Park's system. Also, it was not solely designed to be used as a marketing instrument. In addition, park personnel administered the survey in the field. As a result, it is necessary to assume that they would follow the procedures outlined by the Michigan State University Park and Recreation Department project staff.

Another set of limitations involved the timing of the survey. Only one day in May and one in September, the tail months of the peak summer season, were included as sample days. The remaining ten sample days were distributed evenly between week days and week end days between the months of June through August. This allocation of sampling days was developed to be roughly proportional to a pattern of attendance over the season at parks across the system. If historical records of attendance are at variance with actual sampling rates from certain time periods and or parks, sampling rates in this study might have been too high or too low leading to over or under representation of some types of users.

Organization

This thesis is organized into five major areas:

- 1) Introduction-contains the basics of the paper such as the problem statement, goals and objectives, justifica-

tion of the importance of the problem, basic assumptions, and limitations. 2) Literature Review-this contains basic information on camping and day user information, and specific studies such as the Wisconsin Study, State Forest Study, Michigan Association of Private Campground Owners Study, and the Ohio Study. 3) Methods-is composed of an in-depth account of the methods used for the State Parks study including the response rate, data management, and analysis preparation procedures. 4) Results-this includes an analysis of the state-wide state park camper and day user, with a profile of each and a comparison section of campers versus day users. 5) Comparisons-includes comparisons to Census and the Michigan State Park study. 6) Summary/Recommendations-deals with the general findings from the results section including information sources and attributes/activities seen as desirable. 7) Promotional strategy-this chapter consists of designing a promotional strategy in terms of the following four components: personal selling, advertising, publicity, and sales promotions.

Summary

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CHAPTER II

LITERATURE REVIEW

Summary of Relevant Studies

It is important to understand camping and day use studies previously conducted in order to: help in guiding analysis and recommendations, prevent redundancy, and reveal how research will improve, benefit, and/or increase knowledge. The following information is extracted from the most relevant camping studies identified.

The camping market is unquestionably our most studied outdoor recreation market. As a result of low-cost, reliable techniques for conducting national sample surveys of the general population, we are considerably more knowledgeable about who camps than where they camp (LaPage and Cole, 1979).

The Opinion Research Corporation, Princeton, N.J. under contract with the USDA Forest Service has conducted surveys in 1971, 1973, and 1978 (LaPage and Cole, 1979). It is interesting to note that in 1971 there were 12.4 million active camping households. In 1973 there were 14.3 million households who camped, and in 1978 there were 17.5 million active camping households. In a period of seven years, the number of active camping households increased 50%. Although this seems like a

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large increase, it is actually a decrease in the rate of growth in camping from the 1960's. In the early 1970's the growth rate was less than 10% and less than 5% in the late 1970's.

This 1978 National Camping Market survey documents a turning point in the market. Twenty-seven percent of all households had tried camping and had dropped it, temporarily or permanently. The number of potential campers had been reduced to half of its size and these potential campers had less "potential" because of their images of camping, attendance at camping equipment shows, and number of friends who camp.

Assuming this trend has continued, the industry must look in new directions for continued market growth. LaPage and Bevins (1981) recommend looking in two distinct areas: 1) the nine million inactive camping households and 2) the people who camp less than six days each year.

In a study conducted by Ronald Hodgson (1971), the author found that an attractive campground would cause campers to visit and to stay. Campground attractiveness could be related to the camper's desire to visit and stay at a campground. More specifically, Hodgson found that there was a significant positive relationship between the availability of swimming at the campground and campground attractiveness. LaPage (1967) reached a similar conclusion. He found that the presence of swim-

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ming or boating at or near the campground is associated with longer and more frequent visits. Water was found to be almost always necessary for high quality camping experiences. Still waters of lakes and ponds were preferred to streams. Length of visits, frequency of visits, and number who intended to return decreased steadily from lake front campgrounds, through river and stream front campgrounds, to campgrounds with no recreational water access.

Also, Hodgson (1971) found:"... responses to an interview... support the hypothesis that flush toilets and showers are services that are important to campground attractiveness." About 1/2 (17/29) of the parties interviewed said flush toilets were important to them while 2/3 (23/29) felt showers were important. Water access was mentioned as important in making campground choices by 93% of the parties. Results of the interviews suggest that crowding is an unattractive campground feature-over half mentioned crowding as undesirable.

A study was undertaken by LaPage and Ragain (1973-74) of eight years of annual camping participation data. This data was reported by a panel of 459 camping families. This study revealed that 51% of the campers were either camping less or had dropped out of the camping market. Campers with increased or decreased camping

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trends were more likely to have experienced a change in their style of camping than were those families with a constant or highly variable pattern of participation. Changes in the style of camping were in two distinct directions either toward a more primitive type of camping experience or toward season-long rentals and advance reservations at community campgrounds. Changes in the family life cycle were reported to have influenced camping participation but in no consistent pattern.

LaPage (1983) reported:"... providing the environment for a high quality outdoor recreation experience is a goal of most recreation resource managers-public and private." However, this high quality outdoor recreation experience needs to be thought of in terms of experiences that are in agreement with the ideals of managers and planners. There is a substantial difference between managerial and user perceptions of ideal locations, designs, facilities, supervision, and maintenance.

In the past, campground planners located developments in wooded settings and campers used them. In the 1950's, the private sector started building campgrounds in fields, pastures and other areas with minimal shade. Campers did indeed accept and use them and some even preferred them. Many campers seem to prefer waterfront sites, and some are even willing to pay more to use them. Many planners prefer rustic, unnoticeable build-

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ings like hidden toilets-while visitors like to find them fast. Also, many campers today do not want an absent ranger but instead expect to find someone who fills the ranger image, someone who is in charge, provides security, information, advice and adds color to the experience (LaPage, 1983).

LaPage (1983) states:

... Recreation resource managers, therefore, are in the business of improving the quality of life for their visitors. If their visitors depart with feelings of dissatisfaction, disappointment, frustration, or even anger, management has failed, no matter how high the quality of its input... Satisfaction is not just a surrogate for experience quality, it is quality in the minds of many visitors. Few visitors are so analytical (at least, the satisfied ones) or so motivated as to identify, evaluate, and attempt to weigh the components of their experiences.

LaPage (1983) also states that other researchers have found that measurement is still crude yet we know that satisfaction increases and decreases in response to a variety of factors influenced by management such as crowding, courtesy, and cleanliness (LaPage and Bevins 1981, Foster and Jackson 1979). Simply put, management efforts to increase visitor satisfaction produces returns via more business and fewer problems.

Wang (1971) states it best:

In the case of state park camping, questions concerning the nature and extent of campground improvements have to be approached in the context of what the

campers want in relation to the resources of the parks and the need to protect these resources for future generations. Hence the relationships between camper preferences and campsite characteristics must be established in order to assist administrators and designers in deciding on the nature and extent of campground facilities.

State Park Marketing Studies

In this section, three state park marketing studies will be reviewed to include: the Ohio study, the Minnesota State Park and Forest Area Study, and the New Hampshire State Parks Survey.

Ohio Study

The purpose of this survey was to determine the demographics of the typical Ohio State Park campground user and his/her basic attitudes and preferences. A questionnaire was handed out from June 23rd to July 30th 1984, and the response rate was 57% with a sample size of 2,109.

Of those campers who were surveyed, it was discovered that the typical Ohio State Park camper was married, had four or more members in his/her household, earned over \$20,000 a year, and had a high school education. The majority of the campers were from Ohio. The majority party size was three or four, and the average number of miles traveled was eighty-five. The average length of stay was four nights while the

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typical user spent \$112 a trip. Users, on average, had camped in Ohio State Parks for ten or more years and had usually camped in the same park. Finally, the typical camper camps twenty-four nights a year and of these twenty-four nights, seventeen are in Ohio State Parks (Ohio Division of Parks and Recreation, 1984).

Minnesota State Park and Forest Areas Study

This study involved campers in certain Minnesota State Park and Forest Areas as well as state and area administrators. As a result of this study, it was shown that managers and campers perceive state parks differently in terms of basic park purposes. Merriam, Wald, and Ramsey (1972) state: "These key managers see parks primarily as natural areas for preservation; users see parks primarily as recreation areas." The users were oriented toward facilities and activities. On the other hand, the administrators were in agreement with the users on activities but not on facilities.

New Hampshire State Parks

LaPage (1983), discussed the "report card" system used by the New Hampshire Division of State Parks for assessing visitor satisfaction among campers. This method measures satisfaction on a scale from A to E and seems to contain many elements of a simple and economi-

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cal feedback system (LaPage and Bevins, 1981).

By using small samples of voluntary responses researchers found that different campgrounds produced characteristic average satisfaction levels from year to year. But when the campground scores were averaged together, it is interesting that the composite satisfaction rating at both public and private campgrounds was remarkably similar. The average rating for individual elements on the report card were found to be sensitive to changes in management practices, increasing in response to improved security procedures, decreasing when budget cuts necessitated less frequent clean-up operations (LaPage, 1983).

Studies of Similar Markets

This section will include the Wisconsin study, Ohio study, State Forest study, and the MAPCO study. Just the general data from these four studies will be presented in the results section of this paper.

Wisconsin Study

The Wisconsin study was conducted by the DNR and Wisconsin Association of Campground Owners (WACO) with assistance by the Recreation Resources Center (RRC) of the University of Wisconsin Extension in 1980. Twenty-five DNR and 44 WACO campgrounds were selected based on geographic location and size.

Studies of Similar Markets

The Wisconsin study, Ohio study, State Forest study, and the MAPCO study will be briefly discussed in this section. Just the general data from these four studies will be presented. More specific data will be presented in the results section of this paper.

Wisconsin Study

The Wisconsin Study was conducted in 1980 by the DNR and WACO (Wisconsin Association of Campground Owners) with assistance from the Recreation Resources Center (RRC) of the University of Wisconsin Extension. Twenty-five DNR and 44 WACO campgrounds were selected based on geographic location and size. The survey design was a systematic random sample where by 4000 surveys were mailed to DNR campers and 6000 surveys were mailed to WACO campers. The response rate was 50% for DNR campers and 40% for WACO campers. The general results of the survey are discussed on the following page.

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In general, the WACO campers placed the highest values on bathrooms, cleanliness, large campsites, and recreation activities. They tended toward a family orientation, used more sophisticated camping equipment, liked to socialize and preferred the more developed types of recreation activities than did DNR campers. Also, shady, well-drained, spacious, and private were words used to describe the most important characteristics when choosing a campsite.

DNR campers, in general, ranked highest: campsites which are large, level, grassy, shaded, well-drained and spacious. General appearance, bathrooms, and campground locations were also highly ranked. They liked water related activities, and their most important consideration was privacy. They preferred campgrounds in wooded areas with considerable vegetative growth between sites to provide visual and sound barriers. Plus, they preferred solitude, liked a natural and scenic setting, and were more physically active. Also, DNR campers brought tents and less sophisticated equipment. In combination, WACO and DNR campers were found to be between the ages of 25-44; their median income was \$20,000-\$30,000. The campers had considerable camping experience-just over 11 years (Cooper, Novak, Henderson, 1980).

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Michigan State Forest Studies

In 1984, the Department of Parks and Recreation at MSU completed the third year of a three year research program. This program was designed to provide the Forest Management Division of the DNR with detailed information about state forest campers and day users of campground facilities such as parking areas and water access points. Many of the research questions asked were repeats of those used in the 1982 and 1983 interview; providing an opportunity to explore trends in state forest camping. For the Michigan State Forest Day users, postcard questionnaires were administered to a systematic sample of vehicles parked in hosted campgrounds in locations not associated with a campsite. This was done for all three years (1982-1984) of the study.

The most popular activities, fishing and swimming, are water oriented and emphasize the importance of public access to water resources. Day users came from fifty-five Michigan counties. In-state day users made up 92.1% of the respondents while 7.9% were out-of-state. The average party consisted of 3.8 people who stayed 2.9 hours. Swimming was the most common activity (57.3%); fishing was second (18.3%), and picnicking was third (11.2%). Respondents were almost equally divided between being on a one day or longer than one day trip away from home. The campground was the primary destina-

tion for the trip for only 38.9% of all respondents. Day users drove an average of 27.3 miles from where they spent the previous night in order to enjoy the state forest day use site. Also, 43% spent the previous night at home (Nelson, Holecek, and Chen, 1983).

State Forest Campers

The 1983 Michigan State Forest camper results indicated that fishing and proximity to water bodies were important factors in influencing site choice decisions. Campers select sites with a view and unrestricted access to water at a higher rate than other sites.

In 1984, the results indicated that the registered campers mean age was 39.8, median income was \$26,710, and educational level was 12.7 years. The major type of camping party was "families", and the average camping group had 3.5 people. The majority of the users were in-state (90.3%) with only 9.7% being from out-of-state. Also, the mean length of stay was 3.3 nights in the campground (Nelson, Holecek, and Beatty, 1985).

Commercial

In 1984, the Michigan Department of Commerce, the Travel Bureau, Michigan Association of Private Campground Owners (MAPCO) and Michigan State University cooperated in a market survey. The survey was of 2,600 campers in thirty-five cooperating MAPCO campgrounds.

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The following are some of the general results. In general, MAPCO campers were found to be 43 years of age, had family incomes of \$20,000-\$40,000, married (91%), and had four people in their camping party. Fifty-seven percent were in-state and 43% were out-of-state. The vast majority (77%) of the users were camping with family members. Finally, most of the parties stayed three or fewer nights at the campground where they were contacted (Stynes and Mahoney, 1986). (The specific results will be highlighted in Chapter IV.)

Michigan State Parks

Historically, Michigan has had the reputation of providing high quality family camping opportunities for those seeking an outdoor recreation experience (Murray, 1974). More specifically, Michigan State Parks served almost five million campers in the summer season of 1985 and over 13 million day users as well (Michigan State Parks Attendance Records, 1985).

These campers and day users pass through the gates in order to enjoy the wide assortment of features and facilities. Swimming and picnicking, like camping, have traditionally appealed to the majority of state park followers. Throughout the year, sightseeing is a popular activity as well and many enjoy scenic vistas, lakeshore views, and fascinating forest settings. Seventy-one of the parks offer camping, and many feature

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showers, modern toilets, concessions, bathhouses and playground facilities.

The facilities at these state parks are on the traditional side. Food establishments consist of concession-operated refreshment stands in some of the larger beach-oriented parks and a modest cafeteria at a ski development in the Porcupine Mountains State Park. A user will not find highly developed facilities such as golf courses, miniature golf, tennis courts, and recreation rooms as are currently found in other state parks in the U.S. Only one park has a swimming pool, and it was built because water at the park beach on Lake Erie at one point became too polluted for swimming.

As previously mentioned, Michigan State Parks are just starting to head in the direction of marketing. Marketing is not a new concept per se, but its relevance to different organizations is just beginning to be recognized. Only recently, for example, have some motels, hotels, and restaurants began utilizing marketing concepts. Just what is marketing and why has it just recently become in vogue. "Marketing is a social process by which individuals and groups obtain what they need and want through creating and exchanging products and value with others (Kotler, 1984)." Before marketing began to crystalize in the mid-1950's, other company philosophies were evident. The first philosophy was one of a production concept which: "... holds that consumers

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will favor those products that are widely available and low in cost. Management in production-oriented organizations concentrates on achieving high production efficiency and widely distribution coverage (Kotler, 1984)."

The next major concept to evolve was the selling concept. Kotler (1984) states: "The selling concept holds that consumers, if left alone, will ordinarily not buy enough of the organization's products. The organization must therefore undertake an aggressive selling and promotion effort." Next, the marketing concept arose to challenge there two previous concepts. Kotler (1984) states: "The marketing concept holds that the key to achieving organizational goals consists in determining the needs and wants of target markets and delivering the desired satisfactions more effectively and efficiently than competitors." In the following chapters of this thesis, this author will attempt to show the importance of marketing today for Michigan State Parks. Management needs to keep abreast of its customer base to include customer needs, wants, and desires in order to provide a quality experience that is to their liking. If state park users are satisfied, they will return and hopefully bring others as well.

In conclusion, the emphasis in Michigan State Parks is on large-scale use for picnicking, swimming, and camping in moderately developed environments. Presently,

there are 94 Michigan State Park areas containing a total of 250,000 acres. Michigan has contributed to the development of use patterns that involve longer stays by providing 14,000 developed campsites. This is more than any other state park in the U.S.

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CHAPTER III

METHODS

Introduction:

This project involved three surveys. The main survey was undertaken during the months of May-October 1985. A pretest of the survey instrument was performed during August-September 1984 and a survey of Park Division field personnel was implemented in November-December 1984. For the basis of this paper, only the main survey methods will be discussed at length here since it is the central focus of this paper.

Systemwide User Survey:

The bulk of the effort and financing awarded for this project went into the systemwide user survey. This was a very large undertaking and was complicated to administer because of the scope and breadth of the project. Due to MSU's limited staff and time, it was decided that park personnel would disseminate the questionnaire in the field. Information was gathered from two groups of Michigan State Park users: campers and day users. Questionnaires were designed for both campers and day users. Both questionnaire's were quite similar, but there were some differences. Both instruments were

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developed from the blending of Parks Division data requirements and Michigan State University's Department of Parks and Recreation Resource's surveying expertise. Where possible, information was collected in a form comparable to the 1984 MAPCO camper study (Stynes and Mahoney, 1984) and the State Forest study (Nelson, Holecek, Beatty, 1984). The combined results of these three systemwide studies should provide a fairly comprehensive first look at Michigan's camper population.

A total of seventy-two parks were included in this study; day users were sampled in sixty parks and campers in sixty-four. The parks included were chosen by Parks Division and were considered representative of those that were not included. Parks were evenly distributed geographically across the state.

Sampling took place on ten days in each park. Park personnel in eleven parks sampled campers only, seven parks sampled just day users, and fifty-three parks sampled both types of users. When sampling campers, eleven questionnaires were distributed on each of the ten dates for a total of 110 questionnaires for the season. Those sampling day users were to deliver fourteen on each of the ten dates for a total of 140 questionnaires.

Questionnaire Development:

The camper questionnaire contained questions relating to: 1) date and length of stay/trip, 2) size and composition of the camping party, 3) camping shelters used on the trip, 4) information sources used to select and to learn about the campground after arrival, 5) spending at home, en route to the campground, and within 20 miles (but not at the campground) by six expense categories, 6) camping behavior on the trip, 7) individual State Park camping history, 8) frequency and distribution of 1984 camping activity by provider, 9) campground selection and reservation behavior, 10) personal importance ratings of campground attributes, 11) importance ratings and participation levels in certain activities, 12) winter recreation activity participation at State Parks, 13) annual and daily motor vehicle permit (MVP) use behavior, 14) satisfaction with the campground, 15) demographics-age, sex, marital status, race, education, and income, and 16) selected specialized management concerns. (A copy of the camper survey is in Appendix A.)

The day user questionnaire contained many of the same questions. Data were collected on: 1) length and purpose of the trip, 2) size and composition of the vehicle party, 3) information sources used to select the park and to learn about the park after arrival, 4) spend-

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ing on six major expense categories at home, en route to the park, and within 20 miles of (but not in) the park, 5) trip behavior, 6) personal State Park day use history, 7) the importance of recreation activities and level of participation in these activities at State Parks, 9) 1984 annual and daily motor vehicle permit (MVP) use, 10) day user satisfaction, 11) demographics--age, sex, marital status, race, education, and income, and 12) specialized management-related questions. (A copy of the day user survey is in Appendix B.)

Sampling Design

Parks: Two separate sampling plans were developed one for campers and one for day users. Parks used in the study as well as a listing of the type of user sampled in each park, can be seen in Figure 1 of Appendix C.

Sample size: The state park contract specified that 4,000 day user and 4,000 camper surveys be obtained and available for analysis. The sampling design chosen assumed a 60% return rate for camper respondents and a 50% response rate for day user respondents. Using these assumptions, the sample size for each park was 110 camper questionnaires and 140 day user questionnaires delivered across the summer of 1985. Thus, there were 7,040 camper questionnaires and 8,400 day user question-

naires delivered across the parks involved in the study.

Sampling schedule: Parks were randomly divided into three equal size groups. Each group of parks was assigned ten randomly chosen sampling days from May 1, 1985 to September 30, 1985 and subject to two conditions. (See Figures 2-4 of Appendix C.) First, only one sampling day was selected for the months of May and September. Secondly, half of the sampling days were to be weekend days. For purposes of this study, weekends were defined to include Friday and Saturday nights.

The time of the day selected for sampling park users was also predetermined. For day users, the day was divided into two hour intervals beginning at 9 a.m. and ending at 7 p.m. On the preselected sampling day a randomly assigned sampling time was also predetermined for distributing the day user questionnaire. However, all sampling of campers was to occur on the predetermined sample day between 4 p.m. and 7 p.m. In some cases, managers misplaced the survey, didn't have adequate staff, or gave another reason for failing to comply with the predetermined survey schedule. In those cases, the park managers were randomly assigned a make-up day and told to repeat the same procedures described on the following pages.

Camper Methods:

Survey Instructions: each park received a sampling schedule which indicated on what days the park personnel would sample and at what times. As previously mentioned, camper sampling occurred from 4-7 p.m. on those days listed. On the sample date, the occupied sites were counted and listed. To choose which individual campsite received a survey, the ranger divided the total number of occupied sites in the park by the total number of surveys to be delivered on that day. The resulting number was the sampling interval (every nth site received a questionnaire). The beginning campsite was randomly selected by flipping a coin and was always either the first or second occupied campsite (by campsite number). Once the starting point was known, a survey was delivered to every nth campsite thereafter.

The questionnaire was delivered to the registered camper. If that person was not present, the survey was left with another person at the campsite with instructions to give it to the registered camper. If no one was present at the site, the survey was left with a letter of introduction and instructions for completing the questionnaire. Every effort was made to call back at least once to each site receiving the survey after a reasonable amount of time had elapsed. (See Appendix A for a more extensive outline of the procedures).

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Finally, at the end of the sampling interval the ranger was instructed to provide the following information for use in assessing the quality of the data which was collected: survey date, time, number of surveys delivered, and number not delivered.

Day user Methods:

Day user procedures: Throughout the summer, fourteen day use surveys were handed out on the ten pre-selected days (5 weekend days and 5 weekdays). On a selected sampling day, a specific two hour time block was also specified for distributing questionnaires. This time block was anywhere between 9:00 a.m. and 7:00 p.m.

During the sampling time, fourteen surveys were to be distributed. If all fourteen were not distributed during the prescribed time (because not enough vehicles entered the park), the number distributed and the number not distributed were recorded on the day user report form; however, no attempt was made to distribute the remaining questionnaires at an alternative time. Day use surveys were passed out at the entrance booths. The attendant selected one adult occupant from each vehicle that entered the park. The visitor selected was either the driver or any passenger in the vehicle who was at least sixteen years old. In every other vehicle

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sampled, the driver was selected to receive the questionnaire; a passenger was selected in the other vehicles sampled. The person selected was personally handed the survey or specifically identified and asked to complete the questionnaire. Every attempt was made to avoid giving the survey to the same type of passenger, such as the front seat passenger. (See Appendix B for more detailed information.)

Return Rate:

Overall, the camper return rate was 63% and the day use return rate was 43%. By looking at Figures 5 and 6, in Appendix C, it is evident that there are some differences in response rates by district. The reason for this variation may be due to differences between campers and day users, the particular population mix at a park, the particular park's staff performance, weather, and time of the year. For example, during both May and September, the response rates are lower due to lower numbers of day users and campers in the park. Overall, 4,004 camper and 2,749 day user usable questionnaires were obtained.

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Weighting Procedures:

Since proportional sampling of park users was not used in this study, "statistical" weights were used in order to adjust the sample for frequency of visit and park popularity bias. These adjustments were made because there was an attendance by park bias (on visits) and a frequency of visit bias (on visitors). Both were due to the sampling scheme used. For most analysis, it is correct to use this double weight (correcting for attendance by popularity of park bias and a frequency of visit bias). This is especially true when referring to the user.

When referring to a profile of campers present on a "typical" night, it is incorrect. When referring to the "typical" night, one should use only the park weighted data which corrects for the popularity of park bias. Frequency of visit bias results because persons who make more trips and longer trips to state parks were more likely to be sampled. For example, a person who made two state park camping trips each lasting seven nights (total of fourteen nights) was fourteen times more likely to be sampled than a person who camped one night in a state park. If the frequency of visit was not adjusted, it would result in over representation of more frequent users.

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Popularity of park bias, on the other hand, results because an equal number of questionnaires were distributed at low visitation and high visitation parks. For example, the sampling plan called for an equal number of questionnaires to be distributed to all parks regardless of the annual visitation rate. Hence, visitors to low visitation parks are over represented in the results. Weights to adjust for this form of bias were also developed. The same attendance weight was assigned to all respondents/cases from the same park. A more in depth discussion of the weighting procedures can be found in the methods chapter of the Michigan State Park Survey of Campers and Day users (Fridgen et al., 1986).

Data Analysis

Both data sets, the camper and day user, were analyzed using the Statistical Package for the Social Sciences (SPSS). These two data sets were first "cleaned" correcting for key punch errors, misplaced numbers, and other obvious errors within the data base. Also, included in the "cleaning" process was the review of the variables, some were recoded to remove out of range, unreasonable and extreme scores. In the case of the expenditure variables, the upper level scores were "trimmed" providing for a more realistic mean.

CHAPTER IV

RESULTS

STATE PARK CAMPER PROFILE

Introduction

A "picture" of the average sampled state park camper can be generated using several socio-demographic variables. The average age of the registered camper chosen to complete the survey was forty-one years old. Also, the registered camper was: married (87%), white (98.5%), and male (64%). One reason for surveying more males than females is because the methods dictated that the registered camper be surveyed. Since males are more apt to register, they were more apt to be surveyed. Almost all of the users had at least a high school education (93.5%). As indicated in Table 1, fifty-eight percent of the campers reported incomes of \$30,000 or above. Only 4% reported gross family incomes below \$10,000 which about equals the 6% of users who had incomes of \$60,000 or above.

TABLE 1

INCOME DISTRIBUTION OF MICHIGAN STATE PARK CAMPERS

Income Category	Percent
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Less than \$10,000	4.0
\$10,000-\$19,999	13.3
\$20,000-\$29,999	24.5
\$30,000-\$39,999	28.1
\$40,000-\$49,999	15.1
\$50,000-\$59,999	8.7
\$60,000 and above	6.2
Total	100.0

Camper parties were mainly family groups (80%). As presented in Table 2, ten percent were friends and family, 7% were all friends, and only 3% camped alone. Thus, most of the camping groups are well educated families with higher incomes than the population at large. Chapter V discusses this in detail.

TABLE 2

PARTY RELATIONSHIP OF MICHIGAN STATE PARK CAMPERS

Relationship	Percent
All family members	80.0
Friends and family	10.0
All friends	7.0
Camping alone	3.0
Total	100.0

After a careful review of the age distribution by gender, it is apparent that children/teens are a part of the Michigan State Park camper population. Table 3 shows children and teens between the ages of 0-17 are present in 35% of the camper parties. Interestingly enough, MAPCO camper parties (Stynes and Mahoney, 1986) also have the same percentage of 0-17 year olds with similar breakdowns for all categories. In the Michigan State Parks Study, older campers were present in the population as well. Four percent of the campers were over sixty-five. The age distribution for males and females is a mirror image across age classifications.

TABLE 3

AGE DISTRIBUTION BY SEX OF MICHIGAN STATE PARK
CAMPER PARTIES

Age Category	% of Females	Percent of Total Campers
Less than 5	50%	9%
5-12 year old	50%	17%
13-17 year old	50%	9%
18-24 year old	50%	8%
25-29 year old	50%	10%
30-39 year old	50%	20%
40-49 years old	50%	10%
50-59 years old	50%	9%
60-64 years old	50%	4%
65 and older	50%	4%
Total		100%

As presented in Table 4, the vast majority of campers were from Michigan (83%); 17% were from out-of-state. The nonresidents were from a variety of states. However, the majority (11.8% of the total) were from the midwestern states of: Ohio, Indiana, Illinois, and Wisconsin. In contrast, only 3.7% of the total were from other US states. One and a half percent were from Ontario and other Canadian provinces. The 17% of out-of-state residents is higher than the 9.7% reported for state forest campers (Nelson, Holecek, and Beatty, 1985) and much lower than the 43% reported for private campground users (Stynes and Mahoney, 1986). About a quarter (26.9%) of all state park campers came from the southeastern Michigan five county region which includes Wayne, Livingston, Macomb, Oakland and Washtenaw counties.

TABLE 4

STATE OF PERMANENT RESIDENCE OF MICHIGAN STATE PARK
CAMPER PARTIES

State	Percent
Michigan	82.7
Ohio	3.1
Indiana	3.4
Illinois	3.4
Wisconsin	1.9
Other US State	3.7
Ontario	1.4
Other Canadian Province	.1
Other	.4
Total	100.0

As indicated in Table 5, the average party size was 3.5, yet the most frequent party size was two people (35%). Twenty-six percent reported party sizes of four, while only 10% reported party sizes of six or more. Seventy-seven percent of the camper parties consisted of four people or less. These findings are quite similar to those from MAPCO (Stynes and Mahoney, 1986) and the state forest study (Nelson, Holecek, and Chen, 1983). This could be due to the fact that most camping parties are family groups with either a husband and wife or a small family with two children.

TABLE 5

SIZE OF MICHIGAN STATE PARK CAMPING PARTIES

Party Size	Percent

1	3
2	35
3	13
4	26
5	13
6	6
7+	4
TOTAL	100%

Mean	3.51
Median	3.42
=====	

Michigan residents traveled an average of 151 miles from their permanent residence to get to the park. In contrast, out-of-state residents traveled an average of 376 miles. When considering both out-of-state and in-state campers together, the mean distance traveled was 189.3 miles and the median was 149.8 miles with a very high standard deviation of 2.911. Also, there was a considerable range of distance traveled from one mile to over 1,000 miles. State forest campers traveled on average a little farther to their destination (226 miles). State forest campers probably traveled more because state forest campgrounds are in the northern lower peninsula or the upper peninsula, considerable distance from major population concentrations. On the other hand, state parks are located throughout the whole state of Michigan, including the state's southern most densely populated counties.

In-state state park campers spent, on the average, two and a half hours traveling to reach their destination. Since the majority of the popular parks are on the West Michigan side or in the Upper Peninsula and the population centers are in the southeastern corners of the state, it would take a camper party at least two and a half hours to reach their destination. Obviously, out-of-state residents would travel further to reach a park, especially those traveling from outside the Midwest area.

Participation Patterns

Campers at Michigan State Parks stayed for an average of 4.7 nights at the campground where they were surveyed, yet they were on an average trip length of 7.28 nights as Table 6 shows. Despite the average trip being about one week long, it was more common for campers to be on a two night trip (weekend). The median trip was 5.4 nights long. The bimodal nature of the trip length statistic indicates that most campers are on weekend trips. The number of nights in the campground for Michigan State Park campers is more than the 3.3 nights found for state forest campers (Nelson, Holecek, and Beatty, 1985) and the 3.7 nights reported for MAPCO campers (Stynes, and Mahoney, 1986). Most (43%) state park campers arrived at their campsite on Friday or Saturday. Forty-four percent arrived between 12-4 p.m. and only 35% arrived after 4 p.m. Seventy-six percent planned to use the day use facilities.

TABLE 6

DISTRIBUTION OF MICHIGAN STATE PARK CAMPER NIGHTS

# Of	In Campground	Total Trip Nights
Nights	Percent	Percent

1	10	5
2	24	18
3	15	11
4	12	9
5	8	9
6	6	7
7	6	9
8-14	15	25
15-21	2	4
22+	2	3
TOTAL	100	100

Mean	4.72	7.28
=====		

Sixty-eight percent had previously visited the particular park where they were surveyed; 91% had visited a state park as a camper and 82% as a day user. Thus, there were few new users to the park system. But considering the sampling scheme, with only those campers who registered for the campsite being sampled, it was impossible to determine how many children were new users. This compares with 57% of the state forest campers who had camped in a campground before. On the average, state park campers camp eighteen nights per year and in 1984 camped fifteen nights. This compares with 12.3 nights in 1983 for state forest campers (Nelson, Holecek, and Beatty, 1985) and ten nights in 1983 for resident MAPCO campers (Stynes, and Mahoney, 1986). Therefore, state park campers are more active than are either the state forest or MAPCO campers.

The percent of total nights of camping for the camping season for Michigan State Park campers is presented in Table 7. Twenty-six percent of Michigan State Park camper's nights were in the Michigan State Park where they were surveyed, 27% were spent in all other Michigan State Parks, 16% were allocated to private commercial campgrounds, and 31% in a variety of other places. It seems as if state park campers are quite loyal as over half (53%) of their camping nights were spent in Michigan State Park campgrounds.

TABLE 7

HOW STATE PARK CAMPERS DISTRIBUTE THEIR ANNUAL
CAMPING ACTIVITY BY LOCATION/PROVIDER

Location/Provider	Percent of total Trip Nights for the Camping Season
This Michigan State Park	26%
All other Michigan State Parks	27%
Michigan State Forest Campgrounds	5%
National Forest Campgrounds in Michigan	4%
National Park Campgrounds in Michigan	1%
Public undeveloped land	3%
Other local public campground	7%
Private commercial campgrounds	16%
Privately owned land in Michigan	6%
Undesignated developed areas	2%
Others	3%
TOTAL	100%

Information Sources Used and Reservation Behavior

Campers were asked to choose three from a list of twenty information sources which they might have used before their first visit to gain information about the park where they were surveyed. They were also asked to do the same from a list of ten information sources which they found useful after their arrival. As Table 8 shows, the three top sources used before their arrival were: 1) recommendation from other campers (54.6%), 2) Michigan State Parks Brochure/Map (38.2%), and 3) state highway map (25.7%). These three top choices are very significant sources of information for Michigan State Park campers. State park management needs to seriously assess these sources and what, if anything, they can do to make sure these information sources are as accurate as possible. This line of discussion will be pursued in considerable depth in subsequent chapters.

TABLE 8

INFORMATION SOURCES USED BY CAMPERS BEFORE
THEIR FIRST VISIT TO THE
MICHIGAN STATE PARK WHERE THEY WERE INTERVIEWED

Rank	Source	Percent
1)	Recommendation from other campers	54.6
2)	Michigan State Parks Brochure/Map	38.2
3)	State highway map	25.7
4)	State Park highway signs	11.4
5)	AAA	8.8
6)	This campground's brochure/map	6.3
7)	Recommendation from noncamper	6.0
8)	Local sources	5.5
9)	Michigan Travel Bureau	4.1
10)	Woodall's Camping Directory	3.8
11)	Announcement of Special Event	3.7
12)	Highway information centers	3.2
13)	Trailer Life	2.3
14)	Newspaper	1.6
15)	Local chamber of commerce	1.2
16)	Magazine	1.0
17)	MAPCO directory	.8
18)	Television	.6
19)	Radio	.5

*Does not sum to 100% because multiple responses
were requested.

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As suggested from the data in Table 9, the top three sources used after arrival at the park were: 1) previous visit to this park (54.1%), 2) Michigan State Park employees (48.7%), and 3) signs posted inside park (41.7%). MAPCO campers (Stynes and Mahoney, 1986) reported using slightly different information sources before arrival and their top three sources were: 1) recommendation from other campers (31%), 2) State Park highway signs (12%), and 3) Woodall's camping directory and this campground brochure/map (10% each).

TABLE 9

SOURCES OF INFORMATION USED IN THIS STATE PARK
BY MICHIGAN STATE PARK CAMPERS

Source	Percent
1) Previous visit to the park	54.1
2) Michigan State Park employees	48.7
3) Signs posted inside park	41.7
4) This State Park's brochure/map	32.9
5) Other park users	31.8
6) Michigan State Park's brochure	20.9
7) Signs posted outside park	12.2
8) Local residents	8.3
9) Local business people	4.6
10) Other	4.2

*Does not sum to 100% because multiple responses
were requested.

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As shown in Table 10, when campers were asked about their reservation behavior, they reported that they usually select a campground before leaving home (57.2%), but only 22.7% have both a campground selected and made a reservation prior to leaving home. In contrast, 63% of MAPCO visitors (Stynes and Mahoney, 1986) had a reservation for their trip and 68% had a campground selected before leaving home. (Note, MAPCO campers were allowed to check more than one answer where as Michigan State Park campers were only allowed to check one.) The reason for the difference between MAPCO and state park campers may be external since all MAPCO campgrounds allow you to reserve in advance with no restrictions while Michigan State Park campgrounds have restrictions on the number of advance reservations they will accept.

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TABLE 10

RESERVATION BEHAVIOR OF MICHIGAN STATE PARK CAMPERS

Behavior	Percent

Have a specific campground (s) SELECTED BEFORE LEAVING HOME	57.2
Have a specific campground (s) SELECTED/ RESERVATION PRIOR TO LEAVING	22.7
SELECT A CAMPGROUND(S) WHILE ON ROUTE to a major destination or stopover	11.6
SELECT CAMPGROUND(S)/And Make a RESERVATION while on route to a destination	.4
SELECT A CAMPGROUND ONCE YOU HAVE ARRIVED at destination or stopover	8.1
Total	100.0

Equipment

Table 11 shows the types of camping shelters campers brought with them to the campground where they were interviewed. The most popular shelter type was tents either alone, or in combination with, another shelter type. Also popular were travel trailers and camping trailers. In a state forest study (Nelson, Holecek, and Beatty, 1985), tents were also found to be the major equipment type used by state forest campers (47%) while only 20% of the MAPCO campers use tents (Stynes, and Mahoney, 1986). In a study conducted by Cooper, Novak, and Henderson (1980), similar results are reported for Wisconsin Private Campground campers and DNR campers. Fifty-five percent of the DNR campers and 30% of the WACO campers used tents as their camping equipment.

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TABLE 11

EQUIPMENT TYPES USED BY MICHIGAN STATE PARK CAMPERS

First Equipment	
Type Used	
(Percent)	
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TENT	38.4
CAMPER TRAILER	21.6
TRAVEL TRAILER	21.6
MOTORHOME/5TH WHEEL	12.7
TRUCK CAMPER/BUS/VAN	5.1
PICKUP COVER/	
UNCONVERTED VAN	.5
TOTAL	100%
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Campground Attribute Importance

Campers were asked to rate the relative importance using a scale of 1 to 5 of twenty-three campground attributes on their decision to select a campground. All the attributes listed are generally offered at state parks, although not all are necessarily available at any particular park. Table 12 lists the attributes ranked by median score received on the five point rating scale employed. Table 12 also lists the mean score for each attribute and the percent of respondents assigning a five to that attribute. The highest ranked attributes were: 1) clean facility, 2) secure facility, 3) hospitable management, 4) campfires, 5) showers, and 6) regulations.

MAPCO campers (Stynes and Mahoney, 1986) presented a similar ranking selecting the following attributes in order of importance: 1) cleanliness, 2) hospitality, 3) security, 4) showers, and 5) electrical hook-up. State Park campers desire a clean and secure facility with hospitable personnel on duty.

TABLE 12

CAMPGROUND ATTRIBUTES RANKED IN ORDER OF MEDIAN IMPORTANCE

Rank	Attribute	Importance Score		% Selecting As Crucial
		Mean*	Median*	
1	Clean Facility	4.43	4.58	54.5
2	Secure/Facility	4.23	4.44	47.9
3	Hospitable Management	3.85	3.93	27.5
4	Campfires	3.72	3.92	34.2
4	Showers	3.73	3.92	32.6
5	Regulations	3.68	3.85	29.9
6	Natural surroundings	3.72	3.83	25.6
7	Flush toilets	3.53	3.75	28.6
8	Swimming beach	3.48	3.66	26.8
9	Electricity hook up	3.21	3.43	23.4
10	Nearby/attractions	2.78	2.79	8.3
10	No road noise	2.98	2.96	12.3
11	Reservations	2.77	2.78	13.7
12	Playground	2.36	2.04	9.9
13	Nature Center and program	1.91	1.71	1.7
14	Store Concessions	1.94	1.70	3.0
15	Historic site	1.74	1.47	1.6
15	Pets allowed	2.30	1.47	15.7
16	Close home/work	1.92	1.45	3.7
17	Boat ramps	2.03	1.42	8.6
17	Water/sewer	1.97	1.42	5.9
18	Boat rental	1.57	1.27	1.5

* On a scale of 1-5 with 5 being high.

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Recreation Activity Importance and Participation

Campers rated the importance of a list of recreational activities available to day users in State Parks and indicated which activities they participated in on this trip. A 1-5 ranking scale was also used. As presented in Table 13, swimming was given the highest median score (3.77), followed by hiking/walking trails (3.20), sightseeing (2.85), picnicking (2.66), and fishing (2.51). Actual participation was as follows: 63% swam, 66% hiked/walked trails, 54% went sightseeing, 37% picnicked, and 43% fished.

TABLE 13

MICHIGAN STATE PARK CAMPER'S IMPORTANCE RANKING OF AND
PARTICIPATION IN SELECTED ACTIVITIES

Rank	Activity (Median)	Importance Score		% Selecting Activities as Crucial	% of Users Doing
		Mean*	Median*		
1	Swimming	3.56	3.77	27.9	63.3
2	Hike/walk trails	3.14	3.20	13.0	65.9
3	Sightseeing	2.81	2.85	7.6	53.6
4	Picnic	2.63	2.66	9.0	37.2
5	Fishing	2.60	2.51	12.2	43.2
6	Boating	2.33	2.05	10.5	29.2
7	Visit nature center	2.12	2.00	2.4	24.6
8	Visiting users	2.17	1.94	5.1	38.9
9	Nature programs	1.94	1.71	1.9	6.8
10	Canoeing	1.89	1.49	3.1	10.7
11	Festival/event	1.57	1.28	1.5	9.1
12	Picking fruit/berries	1.54	1.25	1.1	8.3
13	Organized activity	1.47	1.20	1.0	2.4
14	Horseback riding	1.39	1.17	1.2	2.5
15	ORV use	1.45	1.14	2.7	4.3

* On a scale of 1-5 with 5 being high.

Fall, Winter, Spring Activity Participation

Campers were asked to indicate whether or not they participated last year in any of the thirteen recreational activities available in State Parks from October through April (i.e. cold weather activities). As indicated in Table 14, camping was ranked first (21.9%), fishing second (15.8%), and hiking third (13.3%). Fifty-two percent did not participate in any activity listed. This fifty-two percent represents a potential market for cold weather use of state parks as these campers are already exposed to the system and perhaps need to be made aware of the different off-season options available in the parks.

TABLE 14

PERCENT OF PARTICIPATION IN FALL, WINTER, AND SPRING
 ACTIVITIES CHOSEN BY SUMMER SEASON
 MICHIGAN STATE PARK CAMPERS

Rank Activity	Percent Participating
---------------	--------------------------

Fall, Winter, Spring:	
1) Camping	21.9
2) Fishing	15.8
3) Hiking	13.3
4) Hunting	7.6
5) Cross-Country Skiing	7.5
6) Sledding/tobogganing	4.6
7) Ice fishing	4.2
8) ORV operation	3.1
9) Snowmobiling	3.0
10) Downhill skiing	2.2
11) Horseback riding	1.3
12) Ice Skating	1.2

*Does not sum to 100% because multiple responses were requested. Also, 52% of respondents did not participate in any fall, winter, or spring activity in state parks.

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Expenditures

Mean expenditures per camping party are presented in Table 15. In total, camper parties spend \$171.57 per party per trip. By location where spending occurred: 53.7% was spent at home, 17.6% was spent en route (but at least 20 miles away from the park), and 24.2% was spent within 20 miles of (but not in) the park. Information about expenditures in the park was not a focus for this study as Michigan State Park has accurate records of all expenditures in the park. The largest category of expenditures was for groceries or convenience store food and drinks (\$67.59), with vehicle related expenses being second at \$48.32, and restaurant and bar meals/drinks third at \$21.30.

TABLE 15

MEAN EXPENDITURES PER MICHIGAN STATE PARK CAMPING PARTY

EXPENDITURE CATEGORY	AT HOME FOR THIS TRIP	ON ROUTE (but 20 MILES AWAY FROM PARK)	WITHIN 20 MILES OF (BUT NOT IN) PARK	TOTAL
Vehicle related				
(gas, oil, etc.)	\$27.49	\$13.44	\$ 7.28	\$48.21
Restaurant and				
Bar, Meals/drinks	\$3.77	\$7.30	\$10.23	\$21.30
Grocery or Convenience				
Store food and drink	\$43.66	\$6.42	\$17.51	\$67.59
Sporting Goods, bait, lures, etc.	\$11.35	\$1.28	\$3.59	\$16.22
Lodging	\$ 2.10	\$ 2.38	\$1.45	\$5.93
All other items	\$ 3.81	\$ 2.65	\$ 5.86	\$12.32
TOTALS	\$92.18	\$33.47	\$45.92	\$171.57
% of GRAND TOTAL	53.7	19.5	26.8	

The numbers in Table 15 are mean expenditure figures per camping party. The party, as previously mentioned, includes an average of 3.5 people staying 4.7 nights. Local area spending falls between the \$68.50 reported for MAPCO users (Stynes and Mahoney, 1986) and the \$29.24 reported for state forest campers (Nelson, Holecek, and Beatty, 1985).

Motor Vehicle Permit Purchases

An additional expense associated with camping in state parks is the purchase of a vehicle permit. The majority of campers (70.6%) purchased an annual state park motor vehicle permit in 1984 (i.e. the year prior to this study). As indicated in Table 16, the average camper who purchased an annual permit used it 16.2 days. Only 24.7% purchased a daily permit. On the average, users who purchased daily permits purchased 3.2 permits while 90% purchased five or fewer permits. However, since daily and annual permit purchases are not completely mutually exclusive, a percent of campers may have purchased both (e.g. after purchasing a daily a camper may subsequently purchase an annual permit). Since it was assumed that the vast majority of users would purchase either an annual or one or more daily permits, information to analyze dual purchase behavior was not collected for this study. A more in depth ana-

lysis can be found in the Michigan State Park Study
(Fridgen, et al., 1986).

TABLE 16

ANNUAL VEHICLE PERMIT USE AND DAILY PERMIT PURCHASE

BEHAVIOR OF MICHIGAN STATE PARK CAMPER

No. of days annual MVP used or No. of daily MVP's purchased	Annual Permit Usage	Daily Permits Purchased
-----Percent-----		
0	.2	NA
1	.4	24.4
2	2.1	29.1
3	4.7	18.7
4	4.7	9.7
5	7.4	6.3
6	6.2	3.5
7	4.8	.4
8	5.1	.2
9	1.7	.1
10	13.0	2.7
11-21	29.7	2.8
22+	20.0	2.1
Total	100.0	100.0

Mean	16.2 days	3.2 permits
Median	10.5 days	2.3 permits

Note: NA = Not Applicable.		
=====		

The average annual permit purchaser visits the park 16.2 days and spends \$10 for his permit. For each visit the Parks Division receives \$.62 instead of the \$2.00 it receives from the daily permit user. The annual permit user is receiving a sizable discount. This situation presents a possible equity/revenue problem which the Division may need to further analyze as Table 17 below demonstrates.

TABLE 17

VEHICLE PERMIT COST PER USE FOR CAMPERS

	Daily	Annual
Cost	\$2.00	\$10.00
Avg. No. of times used	3.2 days	16.2 days
Cost per use	\$2.00	\$.62
Total cost for year	\$6.40	\$10.00

Camper Satisfaction

The following three ways to measure camper satisfaction were included in this study: 1) via a camper's direct response to what they like least about the park where they were contacted, 2) what was the most important reason for the trip, 3) and how they rated the park on a numerical scale of 1-10. The five most liked char-

acteristics of the park where they were surveyed include: 1) having a site by a lake or stream (15.2%), 2) natural surroundings of the park (11.6%), 3) close to home/work (6.9%), 4) swimming beaches (6.3%), and 5) relatively large sites (See Table 18). Presented in Table 19 are the five top reasons stated for not liking the park. They were: 1) too far from home/work, 2) crowded/limited space, 3) sites too small, 4) poor swimming beaches, and 5) campground too far from lake/stream. Table 20 shows the main reasons for coming to the park as being: 1) past experience, 2) close to home/work, 3) near area attractions, 4) natural surroundings, and 5) near by lake or stream.

TABLE 18
ONE CAMPGROUND ATTRIBUTE/FACILITY LIKED BEST BY
MICHIGAN STATE PARK CAMPERS

Rank	Attribute	Percent
Selecting the Attribute/Facility		

1	Campsite near lake/stream	15.2
2	Natural surroundings	11.6
3	Close to home/work	6.9
4	Swimming beaches	6.3
5	Relatively large site	4.7
6	Campground facilities	4.4
7	Good recreational opportunities	4.2
8	Near area attractions	4.1
9	Clean facilities	4.0
10	Well maintained	3.7
11	Privacy of site	3.1
12	Fishing	2.7
13	Quiet	2.6
14	Hospitable staff	1.7
15	Other	2.7
	Multiple Response	22.1

TABLE 19

THE CAMPGROUND ATTRIBUTE/FACILITY LIKED LEAST BY
MICHIGAN STATE PARK CAMPERS

Rank	Attribute	Percent Selecting the Attribute/Facility
1	Too far from home/work	9.4
2	Crowded/limited space	6.8
3	Sites too small	5.2
4	Poor swimming beaches	4.8
5	Campground too far from lake/stream	4.2
6	Lack of facilities	4.1
7	Waiting lines too long	4.0
8	Facilities not maintained	3.1
9	Limited recreation opportunities	2.8
10	Don't like rules/regulations	1.9
11	No boat launch	1.6
12	Rules not enforced	1.5
13	Inhospitable staff	.7
	Other	42.5
	Multiple Response	7.4

Although the "other" category was not coded due to labor constraints, it was evident that the category contained many personal problems that the camper had with the campground or those who had no problems at all with the campground and wrote "nothing". The multiple response category includes those campers who checked two or more attributes that they disliked such as "lack of facilities and sites too small".

TABLE 20

THE ONE MOST IMPORTANT REASON/THING BEHIND DECISION TO
CAMP AT THIS PARK

Rank	Reason/Thing	Percent Selecting this Reason/Thing
1	Past experience	28.1
2	Close to home/work	8.4
3	Near area attractions	7.4
4	Natural surroundings	6.3
5	Nearby lake/stream	5.9
6	Recommended by others	5.5
7	Fishing	4.7
8	Inexpensive recreation	3.2
8	Swimming Beaches	3.2
9	Campground type (rustic, developed)	1.7
10	Vacancy	1.4
11	Quiet campground	1.3
12	Friendly atmosphere	.7
13	Accepts reservations	.6
14	Trails	.4
	Other	11.6
	Multiple response	9.4

Although the "other" category was not coded due to labor constraints it was evident that the category contained many personal reasons such as close to family and friends or other such reasons. The multiple response category includes those campers who checked two or more reasons for their decision to camp such as "fishing and swimming beaches".

The overall satisfaction rating for the state park experience was 8.38 on a 1-10 scale, where one was very dissatisfied and ten was very satisfied. Only 5.8% of the respondents reported a score of five or less. Although the mean rating given was 8.38, the mode score was ten; therefore, the most common score reported was ten or very satisfied. Also, the standard deviation was very low (.025). This demonstrates that campers are indeed satisfied with their experience. Although this is true, managers need to use the information from the study to make sure their visitors in the future will continue to be satisfied. There are specific concrete plans of action for managers to take. These concrete plans are developed in Chapters VI and VII.

Summary

State Park campers visit in groups composed of mainly families who stay in the park for an average of 4.7 nights. The average party size is 3.5. They are well educated and have above average incomes. Most are residents (83%). They look to other campers (54.6%) and the Michigan State Parks Brochure/Map (38.2%) for information in selecting a campground. Information is gathered about the specific park primarily via a previous visit (54.1%) and Michigan State Park employees (48.7%). The majority (79.9%) have a specific campground selected

before leaving home and or a reservation for the campground. The most popular camping equipment type used on this trip was tents (27.9%).

The three most popular attributes of state parks were found to be: clean and secure facilities, and hospitable management. Popular activities pursued in parks are swimming, hike/walk trails, and sightseeing. In the fall, winter, and spring seasons, state park campers like to camp, fish, and hike in parks. The average camper party spent a total of \$171.57 on their camping outing. The majority of users purchased a motor vehicle permit (70.6%). Especially important characteristics of state parks were found to be having a site near by a lake or stream, natural surroundings, and close to home/work. Finally, the vast majority of campers were very satisfied with their state park camping experience.

STATE PARK DAY USER PROFILE

Introduction

A "picture" of the average state park day user can be generated using several socio-demographic variables. The average day user is thirty-seven years of age, married (77%), white (98.2%), female (59%), with at least a high school education. As indicated in Table 21, fifty-six percent of the day users reported incomes of \$30,000 or above. Only seven percent reported gross family incomes below \$10,000. This directly contrasts with the ten percent of the day users who had incomes of \$60,000 or above.

TABLE 21

INCOME DISTRIBUTION OF MICHIGAN STATE PARK DAY USERS

Income	Percent of
Category	Sampled Day users
Less than \$10,000	6.6
\$10,000-19,999	16.3
\$20,000-29,999	20.9
\$30,000-39,999	26.3
\$40,000-49,999	13.2
\$50,000-59,999	6.2
\$60,000 and above	10.5
Total	100.0
Mean	\$30,000-\$39,999
Median	\$30,000-\$39,999

As found for camper parties, day user parties consisted mainly of family groups. As presented in Table 22, sixty-five percent were family groups; another 16% were friends and family groups enjoying the day use area together. Just friends accounted for another 13%. Visiting alone, organizational club/group and other accounted for 3.0%, 1.9%, and 1.4% respectively.

TABLE 22

PARTY RELATIONSHIP OF MICHIGAN STATE PARK DAY USERS

Relationship	Percent
All family members	65.4
Friends and family	15.5
All friends	12.8
Visiting alone	3.0
Organized club or group	1.9
Other	1.4
Total	100.0

The age and sex of day users is presented in Table 23. Children/teens between the ages of 0-17 are present in 35.4% of the day user parties. Like the camper age profile, the age distribution for males and females is remarkably similar across age classifications. Eleven

percent of the day user parties contained one or more children five years or younger; 16% had children 5-12 years old; and 9% had teens (13-17). A great number of these children were probably new users who are getting exposed to state parks at an early age. Older day users were present as well, although not in such large numbers. Only four percent of the day users were sixty-five years or older.

TABLE 23

AGE DISTRIBUTION BY SEX OF MICHIGAN STATE PARK DAY USERS

Age	% of	Percent of
Category	Females	Total day users

Less than 5	50	11%
5-12 years old	50	16%
13-17 years old	66	9%
18-24 years old	66	10%
25-29 years old	50	13%
30-39 years old	57	19%
40-49 years old	50	10%
50-59 years old	50	6%
60-64 years old	29	3%
65 and older	50	4%

Total		100%
=====		

As indicated in Table 24, the majority of day users were from Michigan (76%). Nonresidents came mainly from the states of Ohio (3.0%), Illinois (9.4%), Indiana (4.4%), and Wisconsin (2.0%). Visitors from other states made up the remaining 4.7% of the sampled day user population. Very few people came from outside the US (.5%). In a 1983 state forest study (Nelson, Holecek, and Chen, 1983), the authors reported 92.1% resident day users and 7.9% nonresident day users. In the state parks study, twenty-five percent of the resident day users came from the southeastern area of Michigan including Macomb, Oakland, Washtenaw, and Wayne counties.

TABLE 24

STATE OF PERMANENT RESIDENCE OF
MICHIGAN STATE PARK DAY USERS

State	Percent of Day users
<hr/>	
Michigan	76.0
Ohio	3.0
Indiana	4.4
Illinois	9.4
Wisconsin	2.0
Other US State	4.7
Ontario	0.2
Other Canadian Providence	0.1
Other	0.2
Total	100.0

As presented in Table 25, the average party size for day users was 3.6. This can be compared to the state forest day user study (Nelson, Holecek, Chen, 1983) which found an average of 3.8 day users per party. It is interesting to note that the state park day users most frequent party size was two (28%), yet 25% reported a party size of four. Since families are the major group type, it is reasonable to expect that the party size would be between two and four as the party usually consisted of a husband and wife or a small family with two children.

TABLE 25

SIZE OF MICHIGAN STATE PARK DAY USER PARTIES

Party Size	Percent

1	3
2	28
3	21
4	25
5	13
6	5
7 +	5
Total	100

Mean	3.61
Median	3.40
=====	

Participation Patterns

Amount of time spent in the park is presented in Table 26. Day users at Michigan State Parks stayed for an average of five hours, but 61.6% stayed four hours or less. In comparison to state forest day user data (Nelson, Holecek, Chen, 1983), state forest day users stay a shorter time, around 2.9 hours on the average. The most common reported number of hours day users spent in the park was two hours. Nearly 10% made a rather long day of it, spending nine or more hours at the park. A small percent of the day users sampled were also campers staying at the park, and these campers likely account for the majority of day use exceeding ten hours in length.

The reason for state forest users staying a shorter time is because many state forest day users went to the day use site to fish or swim for a couple of hours and then either returned to their campsite or went home. The difference in length of stay is probably due to the difference in facilities available between state forest and state parks.

TABLE 26

TOTAL HOURS SPENT IN PARK BY MICHIGAN STATE PARK

DAY USERS

Total Hours	Percent
-------------	---------

Less than 1 hour	.3
1 hour	14.0
2 hours	17.9
3 hours	13.6
4 hours	15.8
5 hours	10.5
6 hours	8.2
7 hours	2.9
8 hours	7.0
9 hours	1.0
10 hours	2.3
>10 hours	6.5
Total	100%

Mean 5 hours

Median 4 hours

Most day visitors (87%) planned to visit the park and visiting the park where they were interviewed was the primary reason for their trip (72%). This compares with only 38.9% of state forest day users who, when sampled, stated that the state forest day use area was their primary destination. Seventy-three percent had previously visited the particular park where they were surveyed; 64% had visited a state park as a camper, and 88% as a day user. Thus, many of the day users had already been exposed to the state park system and were not first time users. The typical day user had been visiting state parks for eighteen years. In the previous year, 1984, day users reported spending five days visiting Michigan State Parks.

As indicated in Table 27, the majority of day users stayed at their permanent residence (65%) the night before coming to the park. A total of 35% stayed a variety of places including motel/hotel (10%), other campgrounds (7%), camped in this park (7%), with friends/family (4%), and second residences (3%). The rest of the day users (4%) stayed in a variety of other places.

•

TABLE 27

LOCATION OF PREVIOUS NIGHT'S STAY FOR
MICHIGAN STATE PARK DAY USERS

Place	Percent
Camped at this park	6.8
Permanent residence	64.8
Second residence	2.9
Other place	3.8
Other campground	7.2
With friends/family	4.3
Motel/hotel	10.2
Total	100%

Table 27 shows that 32.3% of the users arrived from places other than their permanent residence or second home. Thus, about a third are on a vacation or weekend trip, and this trip usually lasts six days. Clearly, state parks serve more than just local residents on day outings.

State forest day users (Nelson, Holecek, and Chen, 1983) are also drawn primarily from the local area (65% local resident or second home owners) compared to 67.7% of state park day users. Fewer, however, travel to the state forest from nearby hotels (3.4 vs. 10.2), and

more stay overnight with relatives (9.3 vs. 4.3).

Information Sources and Reservation Patterns

Day users were asked to indicate the three most important information sources they used to gain information about the park before their first visit. They were also asked to indicate information sources which were useful after their arrival. The top information sources used before their arrival are presented in Table 28. The top three sources cited were: recommendation by camper (26.4%), recommendation by noncamper (24.9%), and the MSP brochure (16.9%). Like campers, day users showed a strong tendency to utilize word-of-mouth information in their decision to visit a state park day use area.

Table 29 shows that the top three information sources used after arrival were: previous visit to this park (58%), signs posted in the park (47%), and other park users (31%). Again, this reflects a tendency to use word of mouth information.

TABLE 28

INFORMATION SOURCES MOST IMPORTANT IN PROMPTING FIRST
VISIT TO THIS PARK

Rank	Source	Percent
1	Recommended by Camper	26.4
2	Recommended by Noncamper	24.9
3	MSP Brochure	16.9
4	MSP Highway sign	14.9
5	State Highway map	13.2
6	Local sources	10.0
7	Note of special event	6.7
8	This Park's map	4.6
9	AAA	3.6
10	Michigan Travel Bureau	2.6
11	Newspaper	2.5
12	Radio	1.9
13	Highway information center	1.8
13	Woodall's Directory	1.8
14	Magazine	1.3
14	Trailer Life	1.3
15	Local chamber of commerce	1.0
16	Television	0.8
17	MAPCO directory	0.3
	Other	25.1

Note, the "other" category was not coded due to labor constraints. In general, this category was a catch all for a wide variety of answers including: live in area, can't remember, and none.

TABLE 29

INFORMATION SOURCES USED MOST FREQUENTLY AFTER ARRIVAL
AT THIS STATE PARK

Rank	Source	Percent

1	Previous Visit to this park	57.8
2	Signs posted in the park	46.9
3	Other park users	30.6
4	MSP Employees	21.9
5	This SP's brochure/map	21.3
6	Signs outside the park	19.8
7	Local residents	12.9
8	MSP Brochure	11.3
9	Local business people	2.6
	Other	5.5

Recreation Activity Importance and Participation

Day users were asked to rate the importance of a list of selected recreational activities available in state parks and to indicate which activities they participated in, on this trip. A 1-5 ranking scale was used where one represented not important and five represented crucial. As indicated in Table 30, swimming was given the highest median score (4.02), followed by picnicking (3.75), hike/walking trails (3.12), sightseeing (3.05), and visiting nature center or historic sites (2.52). The importance day users placed on swimming is noteworthy confirming the importance of quality swimming opportunities in state parks.

TABLE 30

MICHIGAN STATE PARK DAY USERS RANKING OF PARTICIPATION
RATES AND IMPORTANCE OF SELECTED ACTIVITIES

Rank	Activities	Median	Crucial	Participation
1	Swimming	4.03	36.6	54.4
2	Picnicking	3.75	26.0	50.1
3	Hiking/walk trails	3.12	14.8	44.8
4	Sightseeing	3.05	13.6	40.5
5	Visit nature center/ historic site	2.52	5.2	19.7
6	Boating	1.97	6.3	13.7
7	Nature programs	1.85	2.4	3.6
8	Fishing	1.62	6.0	13.7
9	Canoeing	1.53	1.7	4.8
10	Visit other park users	1.43	5.0	15.0
11	Festival/special event	1.42	3.8	4.6
12	Organized activity	1.25	1.5	2.1
13	ORV use	1.26	6.6	6.1
14	Horseback riding	1.23	2.5	2.7
15	Picking fruit/berries	1.21	1.8	2.0

When comparing the state park day user participation data to those from the state forest study (Nelson, Holecek, Beatty, 1985), it is interesting to note differences in participation rates for certain activities. The state forest study reported the most frequent participation in fishing (51.5%), swimming (49.0%), nature observation (39.3%), just looking and picnicking (31.1% each), and boating (30.6%). It is evident from these data that there are some differences between participation rates of state forest day users and state park day users. Beyond swimming, state park day users are less involved in active use of the water resource. Furthermore, only seven percent of the state park day users towed a boat to the park the day of the visit. Whereas state forest day users visit primarily to fish for 2-3 hours in the early am or late PM.

Fall, Winter, and Spring Activity Participation

Day users were asked to indicate whether they had participated last year in any of the thirteen recreational activities available in State Parks from October through April. Nearly half (46.1%) participated in at least one activity at a State Park in 1984 during this time period. The percentages in Table 31 represent proportions of those who participated at least once. The top five activities are: hiking (17%), camping (14%), fishing (11%), cross-country skiing (9%), and sledding

(6%). A slight majority of day users (53.9%) did not participate in any activities in state parks during these months. These day users represent a potential market for state parks as they are already exposed to the system and perhaps just need to be made aware of the different off-season options available in the parks.

TABLE 31

PERCENT OF PARTICIPATION IN FALL, WINTER, SPRING

ACTIVITIES CHOSEN BY SUMMER SEASON

MICHIGAN STATE PARK DAY USERS

(For the 46% of the respondents who reported using the
parks between October and April, 1984)

Rank Activity		Percent
1	Hiking	16.7
2	Camping	14.4
3	Fishing	11.0
4	Cross-country skiing	9.4
5	Sledding/tobogganing	5.6
6	Hunting	5.5
7	Ice Fishing	5.3
8	Downhill skiing	4.3
9	ORV operation	4.0
10	Snowmobiling	3.7
11	Ice skating	3.0
12	Horseback riding	1.9

Note, does not sum to 100% because multiple responses
were requested. Also 53.9% of respondents did not par-
ticipate in any fall, winter, or spring activity in
state parks.

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Spending

Table 32 contains expenditures per party for state park day users. Compared to Michigan State Park campers, day users spend only a third (\$57.31) of what campers spend (\$171.57) per trip. The pattern of spending is approximately the same: forty-seven percent of the total spent at home for the trip, 22% enroute, and 32% within 20 miles. Day users spend a larger proportion of the total at the park than campers. The largest category of expenditures was groceries or convenience store food and drinks (\$15.16), spending with vehicle related expenses being second, (\$14.70) and restaurant and bar meals and drinks third (\$11.08).

TABLE 32

MEAN EXPENDITURES PER PARTY FOR
MICHIGAN STATE PARK DAY USERS

Expenditure CATEGORY	AT HOME FOR THIS TRIP	ON ROUTE UP TO 20 MILES AWAY FROM PARK	WITHIN 20 MILES OF PARK	TOTAL
	Mean	Mean	Mean	Mean
Vehicle related	\$9.30	\$3.72	\$1.68	\$14.70
Restaurant and bar	\$1.56	\$3.59	\$5.83	\$10.98
Grocery or convenience store food and drink	\$10.67	\$1.43	\$3.06	\$15.16
Sporting goods, bait, lures, camping gear	\$2.56	\$.08	\$.89	\$3.53
Lodging	\$.92	\$3.31	\$5.20	\$9.43
All other items	\$1.63	\$.38	\$1.50	\$3.51
TOTALS	\$26.64	\$12.51	\$18.16	\$57.31
% OF GRAND TOTAL	46.5%	21.8%	31.7%	

=====

Note, the numbers above are mean expenditure figures.

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Motor Vehicle Permit Usage

As Table 33 shows, slightly over half (60%) of the day users bought a daily motor vehicle permit to enter the park the day of the survey. Only 24% purchased an annual permit in 1984. Since daily and annual permit purchases are not mutually exclusive purchase behaviors, a percent of day users may have purchased both. Of those who had the annual permit, the average number of days it was used was fourteen. Fifty-three percent of the day users bought at least one daily motor vehicle permit in 1984, and 76% of the users bought three or fewer motor vehicle permits.

TABLE 33

**ANNUAL VEHICLE PERMIT USE AND DAILY PERMIT PURCHASE
BEHAVIOR FOR MICHIGAN STATE PARKS DAY USERS**

# of days annual Permit used or # of daily Permits purchased	Annual Permit usage Percent	Daily Permits Purchased Percent

0	1.7	----
1	2.6	34.1
2	8.1	24.4
3	3.6	16.8
4	3.9	6.5
5	6.9	8.1
6	3.5	2.2
7	5.2	1.3
8	1.9	1.3
9	.8	.1
10	14.1	2.9
11-21	30.6	1.9
22+	17.0	.3
TOTALS	100.0	100.0

Mean	14.2 days	3.0 permits
Median	10.4 days	2.1 permits
=====		

Day users purchasing the daily permits spent an average of \$6.00 for their three visits. If the \$2.00 daily permit price is representative of the cost the state park system incurs per day user party visit, then the annual permit price needs to be adjusted accordingly. Annual permit purchasers use their permits 14.2 days at a cost of \$10. Thus, for each visit state parks receive \$.70 instead of \$2.00 as they receive from the daily permit purchaser. Thus, the annual permit user is receiving a sizable discount. This analysis is summarized in Table 34 below.

TABLE 34

VEHICLE PERMIT COST PER USE FOR DAY USERS

	Daily	Annual
Cost	\$2.00	\$10.00
Avg. No. purchased or times used	3 days	14.2 days
Cost per use	\$2.00	\$.70
Total Cost for year	\$6.00	\$10.00

Day User Satisfaction

The Michigan State Park study results contain three ways to measure day user satisfaction. One way is by studying each day user's response to his/her best and least liked aspects of the park where contacted. The second way is to study the most important reason for the trip. Thirdly, each day user's response to the numerical scale rating of the park can also be a factor used in determining overall satisfaction. The responses given for liking the park are presented in Table 35. The top three were: swimming beach (13%), natural surroundings (12%), and close to home-work (10%). As shown in Table 36, the reasons stated for not liking the park were: too far from home-work (13%), crowded (9%), and alcohol ban (5%). As indicated in Table 37, the most important reasons for visiting the park were: past experience (18%), swimming beach (13%), natural surroundings, and recommended by others each 7%.

TABLE 35

ATTRIBUTE/FACILITY LIKED BEST BY
MICHIGAN STATE PARK DAY USERS

Rank	Attribute/Facility	Percent

1	Swimming beaches	13.0
2	Natural surroundings	11.7
3	Close to home/work	9.8
4	Good recreational opportunity	4.0
4	Nearby lake or stream	4.0
5	Well maintained	3.0
6	Clean facilities	1.6
7	Not crowded	1.4
8	Secluded	1.2
9	Near area attractions	1.0
9	Fishing	1.2
10	Picnic facilities	.9
11	Quiet	.8
12	Hospitable staff	.6
	Other	3.7

TABLE 36

ATTRIBUTE/FACILITY LIKED LEAST BY
MICHIGAN STATE PARK DAY USERS

Rank Attribute/Facility	Percent

1 Too far from home/work	12.5
2 Crowded/limited space	8.8
3 Alcohol ban	4.6
4 Lack of facilities	4.5
5 Facilities not maintained	3.6
6 Limited recreation opportunities	3.2
7 Rules not enforced	3.1
8 Poor swimming beach	2.5
9 No boat launch	2.0
9 Waiting lines too long	2.0
10 Too far from lake/stream	1.7
11 Don't like rules	.4
12 Inhospitable staff	.2
* Other	36.1

* Note, the "other" category above was not coded due to labor constraints. However, many day users said there was "nothing" they liked least.

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TABLE 37

ONE MOST IMPORTANT REASON/THING BEHIND DECISION TO
VISIT PARK BY MICHIGAN STATE PARK DAY USERS

Rank	Attribute/Facility	Percent
1	Past experience	17.7
2	Swimming beaches	12.6
3	Natural surroundings	6.5
3	Recommended by others	6.5
4	Close to home/work	4.9
5	Near area attractions	3.6
6	Inexpensive recreation	3.4
7	Close to highway	2.7
8	Fishing	2.6
9	Boat launch/boating	1.9
10	Nearby lake or stream	1.5
11	Park facilities	1.2
12	Trails/hiking	1.0
13	Friendly atmosphere	.9
14	Quiet	.4
15	Not crowded	.3
	Other	13.6

*Note, the "other" category was not coded due to labor constraints. However, day users reported their personal feelings about the particular park they were at and wrote: this park is beautiful, I love this park, I like everything as 'other' answers.

The overall satisfaction rating with the park experience was 8.15 on a 1-10 scale where one was very dissatisfied and ten was very satisfied. The rating of eight is even more significant in light of the fact that the mean, median, and mode was eight. Also the standard deviation was low (.035). These statistics all confirm that the majority of day users are quite satisfied with the state park experience. Managers should be pleased that they are doing a good job. This, however, can only continue if managers learn from this survey and other such surveys how to best meet the state park user's needs.

All of these measures of satisfaction need to be studied in detail as they give insight into state park day users-what they like, what they do not like, and their one most important reason for visiting the park. For example, since swimming beaches were mentioned as the top reason for liking the park and the second reason for visiting the park, it is only reasonable that every effort be made to keep the beaches clean and cared for. A caution here though, since day users were only asked about the current facilities, they responded accordingly. If instead, they would have been given a wish list of possible facilities for the future along with current facilities, the results could have been a lot different. (For more information see Chapters VI and VII.)

Summary

In conclusion, state park day users visit in groups composed of mainly families who enjoy engaging in a variety of activities but primarily swimming 54.4%, picnicking 50.1%, and hiking trails 44.8%. As a group, day users are well educated and mainly come from the state of Michigan (76%); yet, a significant number are from out-of-state (24%). The high percentage of nonresidents suggests that perhaps these people are stopping in the area for a brief visit. They heed camper and noncampers advice on whether to visit the park and mainly use their past experience as a indicator of whether they will return or not.

Apparently those who do decide to return are loyal, repeat users (73%). Only 27% of the users had never been to the park before. Seventy-two percent stated that the focus of their trip was this park, and 87% planned to visit at the start of "today's" drive. Thus, the park was a destination for many; a five hour planned stop on average. They spent \$57.31 per party per trip. Most came directly from home and bought daily permits to enter the park. As can be expected, swimming beaches were most liked, yet they didn't rate the water resource as being essential for fishing, boating, or canoeing. Overall, most were quite satisfied with their visit to the park.

COMPARISONS BETWEEN DAY USERS AND CAMPERS

Introduction

Campers and day users have similar demographic characteristics. However, more camping than day use parties consisted of family groups (80% vs. 65%). The age distribution by sex is also quite comparable between day users and campers. There were a few more out-of-state day users (24%) than campers. The average party size was basically the same, 3.6 for day users and 3.5 for campers. Seventy-three percent of day users reported previously visiting the particular park where they were contacted, 64% as a camper and 88% as a day user. Fewer campers (67%), on the other hand, had visited the park before. Ninety-one percent had visited as a camper and 82% as a day user.

Information Sources

As presented in Table 38, the information sources which prompted the camper's or day user's first visit differed somewhat. The first and fourth choices were the same: recommended by camper and MSP highway signs

respectively. The rest of the choices were quite different. Campers chose in rank order: MSP brochure/map, state highway map, and AAA. Day users, on the other hand, chose in rank order: recommended by noncamper, MSP brochure/map, and state highway map.

TABLE 38

A COMPARISON OF INFORMATION SOURCES WHICH PROMPTED
FIRST VISIT FOR STATE PARK CAMPERS AND DAY USERS

Camper		Day User	
	%		%
Rank Source	Chosing	Rank Source	Chosing
1)Recommend by camper	54.6	1)Recommend by camper	26.4
2)MSP Brochure/Map	38.2	2)Recommend by noncamper	24.9
3)State highway map	25.7	3)MSP Brochure/Map	16.9
4)MSP highway signs	11.4	4)MSP Highway signs	14.9
5)AAA	8.8	5)State Highway map	13.2

Note, respondents were asked to choose the top three most important information sources; thus, percentages add to more than 100%.

=====

Table 39 shows the top five sources used by the park visitor in the park where they were surveyed. Other than the first choice, (previous visit to the park), campers and day users disagreed on the ranking of the other four information sources (although the same four were in the top five sources listed). Campers chose in rank order: MSP employees signs posted inside the park, this state parks brochure/map and other park users. Day users, on the other hand, chose in rank order: signs posted in the park, other park users, MSP employees and this state parks brochure. Since the same five information sources were picked by campers and day users, perhaps one could state that state park users rely on the same information sources when gathering information about the state park. Therefore, whether the state park user is a camper or a day users, he or she will use the same sources when seeking information while visiting a specific state park.

TABLE 39

A COMPARISON OF SOURCES OF INFORMATION USED
WHILE VISITING THIS STATE PARK
FOR BOTH CAMPERS AND DAY USERS

Camper		Day user	
	% choosing		% choosing
Source	Info. source	Source	Info. source
1) Past visit to park	54.1	1) Past visit to park	57.8
2) MSP employees	48.7	2) Signs posted	46.9
3) Signs posted in park	41.7	3) Other park users	30.6
4) This MSP brochure/map	32.9	4) MSP employees	21.9
5) Other park users	31.8	5) This MSP brochure	31.3

Activities

Table 40 displays the ranking of selected activities which demonstrates that day users and campers basically agree on the top five important/crucial activities. The exceptions are the rankings of the top four activities and the fifth choices. Day users included nature center/historic sites as fifth while campers included fishing. Four of the top five activities are mentioned by both day users and campers which makes it easier for management as it can concentrate on six acti-

vities instead of ten. Next, management should assess what it can do to make sure these most popular activities are provided and that the quality is maintained if it isn't already.

TABLE 40

A COMPARISON OF ACTIVITY RATINGS BY BOTH
MICHIGAN STATE PARK CAMPERS AND DAY USERS

Camper		Day user	
Rank	Activity Median Score	Rank	Activity Median Score

1)	Swimming 3.77	1)	Swimming 4.03
2)	Hike/walk trails 3.20	2)	Picnic 3.75
3)	Sightseeing 2.85	3)	Hike/walk trail 3.12
4)	Picnic 2.66	4)	Sightseeing 3.05
5)	Fishing 2.51	5)	Visit nature 2.52
center/site			

Note, MSP users rated activities using a 1-5 scale
where one was not important and five was crucial.

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As presented in Table 41, participation in fall, winter, and spring activities seems to be quite similar for both campers and day users. Of the top five activities listed for day users and campers, four activities are the same although ranked in somewhat different order. The major difference is campers rated hunting fourth and day users did not include it in their top five. Day users rated sledding/tobogganing fifth, and campers did not include it in their top five. Overall, those campers and day users who participate in fall, winter, or spring activities enjoy the same activities. This makes it easier for management as it can concentrate on creating the best facilities for these "standard" activities.

TABLE 41

A COMPARISON OF FALL, WINTER, AND SPRING ACTIVITY
 PARTICIPATION FOR BOTH MICHIGAN STATE PARK
 CAMPERS AND DAY USERS

Camper		Day user	
Rank	Activity % of users participating	Rank	Activity % of users participating
1) Camping	21.9	1) Hiking	16.7
2) Fishing	15.8	2) Camping	14.4
3) Hiking	13.3	3) Fishing	11.0
4) Hunting	7.6	4) Cross-country skiing	9.4
5) Cross-country skiing	7.5	5) Sledding/ tobogganing	5.6

Expenditures

As reported in this chapter, campers spend \$171.57 on their trip as opposed to day users who only spend \$57.31 on their outing. Thus, campers spend more than three times the amount spent by day users. Yet campers average stay is 4.7 nights where as day users spend, on average, five hours in the park. Thus, it is not surprising that there is a large difference in the amount spent by the two groups. Actually, the day use rate of spending is nearly double the camper rate. Annual vehicle permit use is basically the same for day users and campers. The difference being that campers on average use their annual permits 16.2 days and day users on average use theirs 14.2 days. The campers annual permit costs \$.62 a visit where as a day user's annual permit costs \$.70 per visit.

Attributes

As indicated in Table 42, campers and day users agree that all of the following were important attributes/facilities: swimming beaches, proximity to lake or stream, proximity to work/home and natural surroundings. In general, the attributes/facilities liked best for campers and day users is basically the same.

TABLE 42

A COMPARISON OF THE TOP FIVE ATTRIBUTES/
FACILITIES FOR BOTH SAMPLED MICHIGAN STATE PARK
CAMPERS AND DAY USERS

Campers		Day users	
Rank	Attribute %	Rank	Attribute %
1)	Campsite near lake/stream 15.2	1)	Swimming Beach 13.0
2)	Natural area 11.6	2)	Natural area 11.7
3)	Close to home/work 6.9	3)	Close to home/work 9.8
4)	Swimming beaches 6.3	4)	Good recreational opportunity 4.0
		4)	Near lake or stream 4.0
5)	Relatively large site 4.7	5)	Well maintained 3.0

Of the top five attributes/facilities liked least, which are outlined in Table 43, campers and day users agree on the same top two: 1) too far from home/work and 2) crowded/limited space. But the remaining three choices are quite different. Campers chose in declining rank order: sites too small, poor swimming beaches and campground far from lake/stream. Day users, on the other hand, chose: alcohol ban, lack of facilities, and facilities not maintained. Those attributes/facilities that are mentioned as liked least should be analyzed to determine what if anything management can do to correct these possible problems. For example, if campers truly desire better swimming beaches, management should consider working on improving the beach areas to the extent that this is economically feasible.

TABLE 43

A COMPARISON OF ATTRIBUTE/FACILITIES LIKED LEAST
FOR MICHIGAN STATE PARK CAMPERS AND DAY USERS

Campers		Day users	
Rank	Attribute/Facility %	Rank	Attribute/Facility %
1)	Far from home/work 9.4	1)	Far from home/work 12.5
2)	Crowded space 6.8	2)	Crowded space 8.8
3)	Sites small 5.2	3)	Alcohol ban 4.6
4)	Poor beaches 4.8	4)	Lack of facilities 4.5
5)	Cg. far from lake 4.2	5)	Facilities not maintained 3.6

In general, campers and day users want parks to be close to their home and or work and would like more space in which to recreate. More specifically, campers were concerned with the "campground experience", and day users were concerned with the day use facilities. This is only logical considering the two experiences the groups are after. Thus, management needs to provide the highest quality campground and day use experience for its users. For campers this means providing campsites near a lake or stream, in natural surroundings, with maintained swimming beaches, and on relatively large sites. For day users, this means maintained swimming beaches in natural surroundings with a well maintained day use area.

Outlined in Table 44, are the top five reasons/things behind the decision to visit a park. Campers and day users agreed on four reasons: past experience, close to home/work, near area attractions, and natural surroundings, but gave them a different rank order. Campers added "nearby lake/stream" to their list of reasons for the visit while day users added "recommended by others."

TABLE 44

A COMPARISON OF THE MOST IMPORTANT REASON/THING
BEHIND DECISION TO VISIT THE PARK FOR
MICHIGAN STATE PARK CAMPERS AND DAY USERS

Rank	Attribute	%	Rank	Attribute	%

1)	Past experience	28.1	1)	Past experience	17.7
2)	Close to home/work	8.4	2)	Swimming beaches	12.6
3)	Near area attractions	7.4	3)	Natural surroundings	6.5
			3)	Recommended by others	6.5
4)	Natural surroundings	6.3	4)	Close to home/work	4.9
5)	Nearby lake/stream	5.9	5)	Near area attractions	3.6

Summary

In conclusion, campers and day users have similar demographic characteristics. Age distribution by sex is similar, a few more day users are from out-of-state (24% vs. 17%) and party size is similar (3.6 vs. 3.5). However, the ranking of information sources which prompted the first visit differed widely between campers and day users. In general, campers rated all of their sources higher than day users. This could perhaps mean that campers gather more information than day users before selecting a destination. Once in parks both campers and day users rely on similar information sources for information about the park. In terms of activities, campers and day users agree on the top four sources although they ranked them differently. Participation in fall, winter, and spring activities is similar; there were only minor differences as campers included hunting and day users included sledding/tobogganing. The difference in economic expenditures is different although understandably so. Also, annual vehicle permit usage is basically the same for campers who use their permits 16.2 days and day users who use theirs 14.2 days.

Campers and day users agree on four of the five attribute/facilities liked best about the park although ranked a little differently. Attributes/facilities liked least are comparable for the top two, but the

remaining three choices are different. Lastly, the reasons/things behind the decision to visit the park are similar although ranked differently.

Overall, campers and day users have certain basic needs depending on the particular experience they are after. Although the needs are somewhat basic, campers and day users stress their importance differently by giving them different rank orders. This is only logical as day users and campers are after two different types of experiences.

CHAPTER V

STATE PARK USERS: CENSUS COMPARISONS

This chapter compares demographic information from the 1980 Michigan Census with demographic data for both state park campers and day users in 1985. The objective of this chapter is to determine which segments of the Michigan population are being served by Michigan State Parks.

In the state park study of day users and campers information was gathered on six demographic variables: sex, age, marital status, race, education, and income. In comparing the six demographic variables, census data (Bureau of Census, 1980) indicates a slightly higher percentage of females in the general population as noted in Table 45. Males predominate among state park camper respondents and females predominate among state park day user respondents. The reason for this is probably due at least in part to the sampling scheme used. The sampling scheme for campers was apt to include more males because the registered camper was requested to complete the questionnaire. The day user scheme called for giving the survey to either the driver or a non-driver of the car. Since females are apt to be the non-

drivers, they were more likely to receive, keep, and complete the questionnaire than the driver.

TABLE 45
SEX DISTRIBUTION OF THE GENERAL MICHIGAN
POPULATION AND MICHIGAN STATE PARK
CAMPERS AND DAY USERS

Respondents			
Sex	Census (%)	Camper (%)	Day user (%)

Male	49.0	64.3	42.9
Female	51.0	35.7	57.1

Sampling methods likely biased camper results toward males and day user results toward females.

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Age

The age distribution comparison of respondents begins with the 16-19 year old group because the methods used in the MSP study required that the respondent be old enough to answer the questionnaire and have a drivers license. Due to the methods used, it would be expected that a somewhat larger percent of the respondents would be older. By examining Table 46, it is evident that state parks are serving a proportionately high-

her number of 25-29, 30-39, and 40-49 age groups; while serving a proportionately lower number of 16-19 and 65 and older age groups. In the 20-24 age group, the state parks are serving a proportionately low number of campers; where as in the 50-59 age group, state parks are serving a proportionately high number of campers, when compared to the census data.

TABLE 46

AGE DISTRIBUTION OF THE GENERAL MICHIGAN
POPULATION AND MICHIGAN STATE PARK CAMPERS AND DAY USERS

Age	Census (%)	Camper (%)	Day user(%)
16-19	9.7*	2.0	3.6
20-24	9.7	5.2	10.4
25-29	8.7	12.6	19.6
30-39	13.8	37.6	34.0
40-49	9.8	16.5	13.6
50-59	10.4	15.0	8.6
60-64	4.2	5.7	3.4
65 and older	9.9	5.4	6.8

The nearest category used by the U.S. Census is the 15-19 year old group; hence for this category only census and respondent categories are not identical.

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Marital Status

Previous data from this paper illustrate that state parks are serving primarily a family clientele. Therefore, as would be expected, there are proportionately more married users among study respondents than in the census for Michigan. State parks primarily serve married and family groups as is evident in Table 47.

TABLE 47

**MARITAL STATUS OF THE GENERAL MICHIGAN POPULATION
AND MICHIGAN STATE PARK CAMPERS AND DAY USERS**

	Census (%)	Camper (%)	Day user (%)
Single	37.1	9.6	16.6
Married	36.7	86.9	75.9
Widow/Divorced/ Separated	26.2	3.5	7.5

Note, the US Census Bureau includes separated in the widow/divorced/separated category, while in the state park survey separated is included in the married category.

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Race

Table 48 below shows that state parks are serving a disproportionately higher number of whites and a low proportion of blacks. In this analysis, Hispanic is the second most significant ethnic or racial group representing .4% of the day users and .6% of the campers. They are included in the category "other" as the census data did not include this category in its breakdown. Blacks apparently are not using state parks to their fullest potential as almost 13% of the Michigan population is black yet only .1% camp and only .6% use the day use area. Whites are overrepresented in state parks while other groups, besides blacks, are almost comparable to their level of representation in the Michigan population.

TABLE 48

RACE DISTRIBUTION OF THE GENERAL MICHIGAN
POPULATION AND MICHIGAN STATE PARK CAMPERS AND DAY USERS

	Census (%)	Camper (%)	Day user (%)
White	85.0	98.7	97.8
Black	12.9	.1	.6
Asian	.3	.3	.2
Amer.Indian	.4	.3	.1
Other	1.3	.3	.9

Education

Table 49 indicates that those individuals who have not graduated from high school do not use the state parks proportionate to their level of representation within the population of the state of Michigan. On the other hand, those individuals utilizing state parks are more highly educated than is the case for the general population. Thus, Michigan State Parks are serving those citizens with a higher education.

TABLE 49

EDUCATIONAL LEVELS OF THE GENERAL MICHIGAN
POPULATION AND MICHIGAN STATE PARK CAMPERS AND DAY USERS

	Census (%)	Camper (%)	Day user (%)
Less than 9 years	15.1	2.1	.9
9-11 years	16.9	4.3	2.3
High school	38.0	35.2	35.4
1-3 years college	15.7	29.6	26.0
4+years college	14.3	28.8	32.8

Income

In spite of the fact that the income range categories are not directly comparable, it is evident in Table 50 that state parks are not serving the two lowest income categories. The two lowest income categories represent over 50% of the general population; but only 17.3% of the campers and 22.9% of the day users are in these two categories. Yet, state parks serve higher income groups in significantly larger proportions than are represented in the general Michigan population.

TABLE 50

INCOME DISTRIBUTION OF THE GENERAL MICHIGAN
POPULATION AND MICHIGAN STATE PARK
CAMPERS AND DAY USERS

Income	Census (%)	Camper (%)	Day user (%)
Less than 10,000	25.6	4.1	7.7
10,000-19,999	26.4	13.9	16.5
20,000-24,999	13.1	24.1*	23.0*
25,000-34,999	18.3	29.3**	24.9**
35,000-49,999	11.3	14.6***	13.0***
Greater than 50,000	5.3	14.0	15.0

* State park questionnaire range was \$20,000-\$29,999.

** State park questionnaire range was \$30,000-\$39,999.

*** State park questionnaire range was \$40,000-\$49,999.

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Conclusion

Based upon the data available from the U.S. Census Bureau and those collected from state park users, certain segments of Michigan's population are overrepresented while others are underrepresented in the parks. The reasons for many of these differences are apparent. Since camping and park usage is a strong family affair, more children are present in camper and day users parties than are represented in the population at large. Children come with their parents who are of the child bearing ages of 18-39, and these groups are overrepresented in the parks. The smaller percentage of senior citizens may be accounted for by the health and mobility concerns facing this group. Blacks are underrepresented while whites are overrepresented for both camper and day user groups; however, other ethnic and racial groups are nearly comparable to their level of representation in Michigan's population.

The rest of the demographic comparisons suggest that state parks are indeed sought out by those Michigan citizens with college educations and higher incomes. Almost 60% have some college or a college degree; over half earn over \$30,000 a year. The reason for the higher income finding could be due to the fact that use of the state parks involves some travel, even some of the more urban oriented parks require auto travel to reach them or equipment may make it less accessible to the poor.

CHAPTER VI

SUMMARY/RECOMMENDATIONS

CAMPER

Introduction

There are two separate issues where the state park managers can have a favorable effect in determining how the users perceive their day use or camper experience. The first issue is in the area of information that prompted a visit to a state park and information about a particular state park. For example, if there are not any signs or maps about state parks, then the users will not know where to find them. It is crucial that management focus on the information sources most often used by campers and day users. Then they can alter the information sources they use, if needed, to make them more effective.

The second issue is the attributes/activities desired by the Michigan State Park users. It is crucial that campers and day users enjoy their experience so they will return and bring others as well. Therefore, it is essential for management to focus on the attribute/facilities the users desire and aim to make the state park experience match their expectations/desires. For example, generally, campers and day users like to

swim and desire well maintained swimming beaches. Thus, a well cared for swimming beach should be provided.

Information Sources

By looking at the top five choices indicated in Table 51, it is evident a recommendation from other campers is truly the most important information source used. When campers are deciding on their next trip and where to visit, they often turn to other campers and ask them for advice. The use of this word of mouth information source is truly what the DNR's Parks Division must respond to. The best way to keep this cycle intact is to provide a favorable camping experience for the campers. If state park campers are truly happy, they will tell their friends about their favorable experience and perhaps then these friends will visit state parks as well. This can work favorably for the state parks or it can harm them. Just as satisfied users tell everyone about their experience, so do dissatisfied users. If a camper comes to a state park and does not have a good experience for one reason or another, he is likely to tell his friends about his bad experience. The state parks will not have a positive image from the camper's point of view. All of his friends will also hear the story, and if they give credence to it, perhaps they might develop this negative image of state parks as well.

Perhaps this negative scenario seems a little unrealistic. Yet over the course of the survey we received numerous complaints and compliments about state parks. Unfortunately, those who complained usually stated in their letter that they would never go back to another state park again. Recently the opportunity arose to hear a story about an experience from a camper who camped in a state park. Although he unknowingly broke a rule, the attendant did not attempt to stop what she knew was an infraction of rules. The camper had an unpleasant experience and he along with two other parties left the state park vowing never to return.

This particular camper stated that he will tell everyone about his experience as he knows no one in the state park system cares whether he had a terrible experience or not. This was a totally unfortunate incident yet many people will hear this man's story and perhaps alter their attendance of state parks as well. As a result of negative incidents like these and in light of the fact that campers listen to other campers recommendations, it is essential that Michigan State Parks work on some sort of hospitality training for employees. (More information is given in Chapter VII).

TABLE 51

TOP FIVE INFORMATION SOURCES USED IN PROMPTING A VISIT
BY MICHIGAN STATE PARK CAMPERS

Rank	Source	Percent
1)	Recommendation from other campers	54.6%
2)	Michigan State Parks Brochure/Map	38.2%
3)	State highway map	25.7%
4)	State Park highway signs	11.4%
5)	AAA	8.8%

Note, Campers were asked to chose three information sources that prompted their first visit to State Parks.

While in a particular state park, past experience is an important information source as indicated by Table 52. Once a camper has been to a particular state park and returns, it is logical that he will rely on his past visit for information as to the location of facilities and attributes. Therefore, again it is very important that the camper has a high quality experience so he will want to come back to the park again.

State park employees play an important role as well. Management does not realize how important employees are to the success of an experience. They can determine whether the camper's experience is pleasant or not. If a camper asks an employee for directions or information and the employee is pleasant and friendly, the camper may or may not remember this. However, if the camper discovers the employee to be angry or harsh, he will remember this experience and perhaps alter his camping behavior of state parks as a result.

The signs posted in the park and the state parks brochure/map are both very important information sources as well. Campers do use both of these information sources. Thus, they should be current. Other park users are also important sources of information about the state park. Again these people can be helpful and offer assistance to new users or they can make the camper's stay most unpleasant.

The goal is to create a pleasant atmosphere in which the campers can seek out information and be rewarded by pleasant employees telling them about the fine Michigan State Park's we have. Some factors are out of the agency's control, other factors such as courteous employees are well within its reach. Therefore, every possible step should be made towards educating and training the employees so they realize the essential role they play.

TABLE 52

TOP FIVE INFORMATION SOURCES ABOUT THIS STATE PARK BY
MICHIGAN STATE PARK CAMPERS

Rank	Source	Percent
1)	Previous visit	54.1%
2)	Michigan State Park employees	48.7%
3)	Signs posted inside park	41.7%
4)	this State parks brochure/map	32.9%
5)	Other park users	31.8%

Note, Campers were asked to chose three information sources that provided information about the particular park where they were surveyed.

Attributes

The top five attributes listed in Table 53 provide a list of priorities campers see as being most important/crucial. DNR management would benefit by understanding these attributes and the control, if any, they possess over them. A clean and secure facility is well within the bounds of state park management. It is not surprising that Walt Disney succeeded in his enterprise by offering a clean, safe, enjoyable environment for people to recreate. Michigan State Parks must try to do

the same. These two concerns should be a priority. If more employees are needed to make sure the place is clean and safe, then more employees should be hired for this purpose.

Hospitable management is listed third. All employees should be given some sort of customer relations training so when dealing with state park campers or day users the employees will be courteous and polite. As already noted, a bad experience with an employee can ruin a state park users experience. Thus, every attempt should be made to make sure all users have a favorable experience.

Camp fires are a necessary part of the camping experience for many; therefore, every attempt should be made to let campers build camp fires. Showers seem to be a necessary part of the camping experience as well. This is one attribute that separates state parks from state forests as state forest do not have showers. Many state forest people will break up their trip by going to a state park for one night in order to have a shower. Also, obviously, many state park campers feel showers are necessary; thus, they should be provided. In addition, regulations should be enforced as many campers see them as important. In the following chapter the link between what the camper needs and how to promote this product to him, will be made clear.

TABLE 53

TOP FIVE CAMPGROUND ATTRIBUTES RANKED
BY MICHIGAN STATE PARK CAMPERS

Rank	Attribute	Median Score
1)	Clean facility	4.58
2)	Secure facility	4.44
3)	Hospitable management	3.93
4)	Camp fires	3.92
5)	Regulations	3.85

Note, Campers rated the attributes using a 1-5 scale where one was not important and five was crucial.

Activity Ratings

Table 54 shows the five favorite activities of sampled MSP campers. The table suggests that campers are content with the standard activities offered at state parks. The Parks Division should provide these activities without any additional cost. Since swimming is a favorite activity for campers, state park management should provide beaches that are well cared for and managed. Also, the trails at state parks must be well groomed. Picnicking is a favorite activity. Thus, the picnic grounds should be free of litter.

TABLE 54

TOP FIVE ACTIVITY RATINGS
BY MICHIGAN STATE PARK CAMPERS

Rank Activities	Median Score

1) Swimming	3.77
2) Hike/walk trails	3.20
3) Sightseeing	2.85
4) Picnic	2.66
5) Fishing	2.51

Note, Campers rated activities using a 1-5 scale where one was not important and five was crucial.

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Activities/Facilities

As indicated in Table 55, of the top five attributes liked best, state park management has control over three. A campsite near a lake or stream was stated by quite a number of campers as the attribute they liked best. People generally liked to be by the lake or stream in order to have a view of the water source. It seems reasonable, yet often campgrounds are not designed to maximize this opportunity. In the future, this should be taken into account. When funds become avail-

able, perhaps certain campgrounds that are not maximizing this water potential should be redesigned.

Swimming beaches are another variable within the confines of management's control. Beaches should be kept clean and free of litter. They are an important attribute and in order to get the most mileage out of them, they should be in the best possible shape. Also, relatively large sites are important as campers desire room for their equipment. Some actually liked to be right on top of their neighbor; yet others desire more room and will deliberately seek out places that can accommodate them. Perhaps campgrounds in the future can be designed with both needs in mind.

TABLE 55

TOP FIVE ATTRIBUTE/FACILITIES LIKED BEST
BY MICHIGAN STATE PARK CAMPERS

Rank	Attribute	Percent
1)	Campsite near lake/stream	15.2
2)	Natural surroundings	11.6
3)	Close to home/work	6.9
4)	Swimming beaches	6.3
5)	Relatively large site	4.7

Note, campers were asked to chose the one attribute/
facility liked best.

It is interesting that of the top five attributes liked least, the converse of four of them were mentioned as the one attribute/facility liked best as shown in Table 56. It is important to note that 11% of the campers did not respond to the question-some because there was nothing they liked least. However, the ones responding stated that crowded/limited space and sites too small were concerns for them. Both of these are costly in terms of the funds needed to add land to the state park system. Perhaps further work needs to be done at the park level to determine which particular park needs more space and larger sites in order to accommodate campers. The situation is a bit of a catch 22 as state parks try to accommodate the most number of users possible so sometimes they cram users into small sites but in this process some campers get turned off and seek other campgrounds.

Poor swimming beaches are also a concern. Beaches should be maintained adequately at a reasonable cost as campers and day users see them as important and over 63% of the sampled day users swim. The beach areas should be clean and free of litter. Also, campgrounds located too far from the lake or stream is a problem. Again, if possible, campgrounds could be renovated in order to maximize this opportunity.

TABLE 56

TOP FIVE ATTRIBUTES/FACILITIES LIKED LEAST
ABOUT THIS CAMPGROUND
BY MICHIGAN STATE PARK CAMPERS

Rank	Attribute	Percent

1)	Too far from home/work	9.4
2)	Crowded/limited space	6.8
3)	Sites too small	5.2
4)	Poor swimming beaches	4.8
5)	Campground too far from lake/stream	4.2

Note, campers were asked to chose the one attribute/
facility liked least.

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Campers were asked their reason behind their decision to camp in the particular state park campground they were at. As indicated in Table 57, the only reason stated that is somewhat controllable by management is a camper's past experience. As previously discussed, past experience plays a vital role in creating a favorable or unfavorable image in the mind of a state park user. State parks need to provide the best experience possible for the campers. When campers are satisfied with their experience they will, in turn, tell their friends about

their experience. Therefore, people will come to the state parks which will keep the state parks of Michigan alive and thriving. MSP campers were asked to respond to a question asking them what different service-facility did they desire in the park. Sixty-eight percent responded to the question (some by writing "nothing"). This is a valuable question and the answer will be of great benefit to the management of state parks.

TABLE 57

TOP FIVE MOST IMPORTANT REASONS/THINGS BEHIND DECISION
TO CAMP AT PARK

Rank	Attribute	Percent
1)	Past experience	28.1
2)	Close to home/work	8.4
3)	Near area attractions	7.4
4)	Natural surroundings	6.3
5)	Nearby lake/stream	5.9

Note, campers were asked to chose the one most important reason/thing behind decision to camp at park.

Summary

There are some general themes that are quite apparent after looking at the data. First, is the importance of information from other campers. They seem to be valuable sources of information about the state park system. Once a camper has been to the state park system, his previous experience plays an important role in determining whether he will visit again. Also, since hospitality management is mentioned as an important campground attribute, it is quite clear that MSP employees have a role to play in creating an enjoyable environment in which the campers can relax.

Campers seem to be somewhat water oriented as swimming was ranked first and fishing was ranked fifth. They enjoy campsites near lake/stream and swimming beaches. In fact, the reason given by 5.9% of the campers was to be near the lake/stream. Some campers are after the traditional state park experience desiring a clean and safe environment, where they can hike, sight-see, or picnic, while enjoying the natural surroundings. This "traditional state park experience" is what needs to be stressed in a promotional scheme designed to keep the previous campers coming to Michigan State Parks and also to attract new users who are desiring these qualities in a camping experience.

DAY USER

Information Sources

As indicated in Table 58, word of mouth is a very important information source. When day users are deciding where they want to visit, they often turn to their friends for advice which is derived from where their friends have been and where they enjoy going. This word of mouth information source is something which the management of Michigan State Park's should be aware of especially since both campers and day users obtain a lot of their information via recommendations from others.

This same sort of cycle that is part of the camper information system is also part of the day use system. Therefore, the DNR should try to maximize the effect as much as possible by providing a high quality day use area which is tuned into user needs by providing what the day users say they desire. Further, what the day users say they desire in a product needs to be thought of as the "day use experience". This "day use experience" then needs to be promoted via a strategy that will appeal to the day user as discussed in Chapter VII. If

this is done, the day users will be satisfied and apt to return, perhaps with new friends as well, to the day use site.

The MSP brochure, MSP signs, and state highway map should be current and any changes in facilities or locations should be noted. People generally do not like surprises-especially unpleasant ones. If the day user is prepared ahead of time as to what to expect (where things are located, etc.), he/she will be much happier and have a pleasant experience. No one likes to search for a park that no longer exists or find one that does not offer what has been expected.

TABLE 58

TOP FIVE INFORMATION SOURCES USED IN PROMPTING A VISIT
BY MICHIGAN STATE PARK DAY USERS

Rank	Source	Percent
1)	Recommended by camper	26.4%
2)	Recommended by noncamper	24.9%
3)	MSP Brochure	16.9%
4)	MSP Highway sign	14.9%
5)	State Highway map	13.2%

Note, Day users were asked to chose three information sources that prompted their first visit to State Parks.

While in a particular state park, past experience plays a vital role in being an important information source as is shown in Table 59. After a day user has been to a state park and returns, he relies on his knowledge from his previous visit as to the location of facilities, etc. Management can maximize this opportunity by supplying new visitors with adequate information about the location of various facilities and attributes.

Signs in the park should be kept current so the day user does not spend needless time trying to find the bathroom or a hiking trail. Other park users can be an important asset as well by helping new day users find facilities/features of the park. If new visitors are given adequate information about the park, they can pass on this information to other users, especially their children. The MSP employees can be a tremendous source of information as they work in the park and know where everything is and thus can assist day users. The important point to remember is that the employees must be friendly and easily approachable otherwise they will be a deterrent rather than an asset.

TABLE 59

TOP FIVE INFORMATION SOURCES ABOUT THIS STATE PARK
USED BY MICHIGAN STATE PARK DAY USERS WHILE ON SITE

Rank	Source	Percent
<hr/>		
1)	Previous visit	57.8
2)	Signs posted in the park	46.9
3)	Other park users	30.6
4)	MSP employees	21.9
5)	This SP's brochure/map	21.3

Note, Day users were asked to chose three information sources that provided information about the particular park where they were surveyed, thus the sum is greater than 100%.

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Activity Ratings

Table 60 shows the priority listing of activity preferences for day users. State park management can strive to provide the following in order to alter their facilities for these activities:

- 1) Provide a nice and clean swimming/picnic area.
- 2) Provide groomed hiking/walking trails.
- 3) Perhaps even provide a nature center or historic site.

It is interesting that 20% of the day users stated that they participated in visiting a nature center or program. Yet only eleven of the sampled state parks that offer such facilities. Perhaps a follow-up study should be conducted to determine if day users indeed visit nature centers or historic sites and furthermore, if they desire more of these facilities.

TABLE 60

TOP FIVE ACTIVITY RATINGS BY
MICHIGAN STATE PARK DAY USERS

Rank	Activity	Median Score
1)	Swimming	4.03
2)	Picnic	3.75
3)	Hiking/walk trails	3.12
4)	Sightseeing	3.05
5)	Visit nature center/programs	2.52

Note, day users rated activities using a 1-5 scale where one was not important and five was crucial.

Since swimming was the number one activity for those sampled and 54.4% of the day users participated in this activity, it is only logical that swimming beaches would be the attribute liked best as Table 61 shows. It is essential that state park managers concentrate on the swimming beaches and make them as attractive and clean as possible. The second attribute mentioned was natural surroundings. The main response managers can exhibit in this area is to make sure the camper surroundings are clean and cared for.

The last attribute managers have some control over is park maintenance. Day users apparently want the day use area to be well maintained-the grass cut, the litter removed, the buildings painted, and the bathrooms clean. If management is doing a good job, day users will notice this and their experience will be enhanced. These popular attributes then should be promoted via a promotional strategy. The promotional strategy would focus on these attributes and include an advertising scheme designed to promote these attributes to Michigan State Park day users. This advertising plan will be discussed in Chapter VII.

TABLE 61

TOP FIVE ATTRIBUTE/FACILITIES LIKED BEST BY
MICHIGAN STATE PARK DAY USERS

Rank	Attribute	Percent
1)	Swimming beaches	13.0
2)	Natural surroundings	11.7
3)	Close to home/work	9.8
4)	Good recreational opportunity	4.0
4)	Nearby lake or stream	4.0
5)	Well maintained	3.0

Attribute/Facilities

Table 62 shows what attributes/facilities day users liked least about the state park they visited. Crowded/limited space is a concern for many; almost 9% of the day users mentioned this as a concern. If a particular park manager determines that a park needs more day use space, he should try to acquire more land as resources allow. This could mean purchasing more acreage/space on which to add day use facilities. The alcohol ban was mentioned third but only by 4.6%. Also, lack of facilities is an interesting concern. A follow-up survey could be done to determine what types of facilities day users feel are lacking. For example, do day users feel there should be more toilets?

"Facilities not maintained" is of critical concern. Facilities need to be maintained properly. If they are not maintained, there could be lawsuits and or injured parties as well as dissatisfied users. Of course each individual manager needs to determine in his or her park if their facilities are adequately maintained or not. If they aren't is this due to lack of resources-physical or financial? Whatever the case, as resources allow, steps should be taken to correct this problem.

TABLE 62

TOP FIVE ATTRIBUTE/FACILITIES LIKED LEAST ABOUT
THIS PARK BY MICHIGAN STATE PARK DAY USERS

Rank	Attribute	Percent
1)	Too far from home/work	12.5
2)	Crowded/limited space	8.8
3)	Alcohol ban	4.6
4)	Lack of facilities	4.5
5)	Facilities not maintained	3.6

Note, Day users were asked to chose the one attribute/facility liked least.

As indicated in Table 63, past experience seems to play an important role throughout the whole MSP system. A concern of managers should be making sure state park users have an enjoyable experience. Swimming beaches are a priority and should be clean and taken care of since they are important to day users. Most day users stated that they participated in swimming (54%) and that it was very important to them. Since this is the case, swimming beaches at state parks should be kept-up so all day users can enjoy them. In addition, the natural surroundings at the park should be maintained with "unnatural" elements being kept to a minimum.

"Recommendation by others" seems to be an important reason why people decide to visit the park. As stated previously, managers can aim to satisfy all day users so in turn these day users will favorably recommend the park to other potential day users. Satisfying day users is not an easy job, yet, if Michigan State Parks underwent a rigorous customer relations training program, as outlined in Chapter VII, this goal could be reached.

TABLE 63

THE FIVE MOST IMPORTANT REASON/THING BEHIND
DECISION TO VISIT PARK BY MICHIGAN STATE PARK DAY USERS

Rank	Attribute	Percent
<hr/>		
1)	Past Experience	17.7
2)	Swimming Beaches	12.6
3)	Natural surroundings	6.5
3)	Recommended by others	6.5
4)	Close to home/work	4.9
5)	Near area attractions	3.6

Summary

There are a few general themes that surfaced within state park management's control. The first is the importance of prior visitor recommendations. If a park is recommended by either a camper or noncamper, this is a most useful information source. Some day users visit the day use area at a park to see what it is like. This points to the fact that word of mouth information is used quite often, and it is the most desirable way to gain information. Once in the park, other park users were a valuable source of information about the park.

Second, previous visits to the park play an important role in information about that particular park. For example, because they have been to the particular park before, prior visitors "know the ropes"; therefore, they rely on their past experience in the park for information. Day users also mentioned past experience as the one most important reason/thing behind their decision to visit the park. If they went to the park before and had a pleasant time, they returned because of their previous satisfying experience (57.8%).

Third, swimming was mentioned as a very important activity with (54.4%) of users participating. Many day users mentioned swimming beaches as the attribute they like best and many also listed it as the second most important reason/thing behind their decision to come to the park. As long as the swimming beaches are kept

clean and desirable for the day users, they will return and probably be happy with the day use area.

Fourth, natural surroundings seems to be very important for day users. They mentioned it as the second attribute liked best and as the third most important reason/thing behind their decision to come to the park on that trip. For this reason the natural surroundings should be maintained so that the day users can enjoy the surroundings. Also, many day users participate in sightseeing (40.5%) therefore enjoy looking at and observing the natural environment.

Conclusion

In light of these conclusions from both the day user and camper sections, this author recommends that the management of Michigan State Parks take a strong look at itself to see how it is measuring up to the expectations of user groups. In general, the users are a satisfied group of people. However, I see that in the future, the state park managers must become more aware of user needs and how to satisfy those needs. This study can provide the base for such further research. It is now possible to do a very selective study focusing on only one or two crucial issues such as desirable attributes or economic expenditures. Another area for research is light users of the parks versus heavy users. Light users are quite often found to be easier to convert

to heavy users than are nonusers. Since the light users are already using the campgrounds or day use areas perhaps some sort of research study focusing on what interests they have and what would be needed to convert them to heavy users would be appropriate.

CHAPTER VII

PROMOTIONAL STRATEGY

Marketing Overview

This paper has a twofold purpose. The first purpose was determining who campers and day users of Michigan State Parks are in terms of their demographics, camping history, and characteristics of their visit. This chapter involves taking the information one step further and trying to determine the best promotional strategy to use to reach current and potential users. This will be done by developing a promotional strategy specifically for MSP parks-based on the relevant information gathered from the surveys. In order to do this, however, the larger picture must be examined.

Before a promotional strategy can be developed, a basic understanding of marketing and of a marketing strategy must be understood. As previously defined: "Marketing is a social process by which individuals and groups obtain what they need and want through creating and exchanging products and value with others (Kotler, 1984)." A marketing strategy is: "... the basic approach that the business unit will use to achieve its objectives, and it consists of broad decisions on target mar-

kets, market positioning and mix, and marketing expenditure levels (Kotler, 1984)." Marketing for Michigan State Parks entails determining what individuals need and want in the "park experience". This was partly determined via the 1985 Michigan State Park survey although the survey was not specifically designed with marketing objectives in mind. The marketing process consists of the following nine parts:

- 1)Overall objectives
- 2)Environmental analysis
- 3)Market segmentation analysis
- 4)Marketing objectives
- 5)Marketing mix
- 6)Marketing budget
- 7)Implementation
- 8)Response of the target markets
- 9)Evaluation

The marketing mix section deals with the traditional marketing concepts of the four P's- product, place, price, and promotion. In order to understand the marketing mix in a camping context, an example of each will be given. First, the product for Michigan State Parks is the camping or day use experience itself. Second, the place is the individual Michigan State Parks. Third, the price for admission is \$10 for an annual motor vehicle and \$2 for a daily permit. However, there

are many other costs such as lodging, meals, and equipment that the camper or day user incurs enroute, on site, or on his way home. When these costs are added into the price, the price becomes much higher. Lastly, the promotional strategy is more complicated. It consists of four parts: personal selling, advertising, publicity, and sales promotion. All of these four areas will be examined in detail as they are integral parts of the promotional strategy.

A note of caution should be given at this point. It should be noted that this author sees Michigan State Parks on the brink of something. This brink can either be positive or negative depending on how it proceeds into the future. Michigan State Parks has been coasting on the image it has portrayed in the minds of its users. So far this image has carried it through the difficulties such as budget cuts and the like. Management has made the "right" choices as the users are satisfied with their experience. But users are getting more sophisticated. Thus, the management of Michigan State Parks needs to be aware of its users and what they want.

Promotional Strategy

"Promotion stands for the various activities the company undertakes to communicate its products merits and to persuade target customers to buy them (Kotler, 1984)." The purpose of promotion is to provide target audiences, the people to which you want to communicate, with accurate and timely information to help them decide whether to visit the community or business. The information should be: 1) of importance and practical use to the visitor-potential or existing and 2) accurate. A misrepresentation sometimes leads to dissatisfied customers and poor word of mouth advertising (Mahoney, 1985).

Since Michigan State Park management wants to provide a worthwhile experience for all, management needs to be tuned into user needs, desires, and wants in an experience. This is the point where the information gathered in the MSP survey is of importance. The overriding factor that surfaced in these data is that both campers and day users desire a quality experience one in which they encounter hospitable management, clean beaches and water resources, and favorable natural resources. When they feel they have a quality experience, they tell their friends about the park(s) and these friends then try them out as well. This brings new users to the system who, in turn, will evaluate their state park experience and will return possibly

bringing others depending on what they perceived the quality of their experience to be. Therefore, the promotional strategy should be focused on a strategy that emphasizes the quality experience that a stay in a MSP provides.

The quality experience desired by day users and campers alike is one that can best be described by the word basic. Campers are interested in: a clean/secure facility with campfires and showers. Also, enforcement of regulations is very important. They want to participate in: swimming, hiking, and picnicking. In addition, campsites near lake or stream and large sites are important. Day users are interested in: a nice clean swimming and picnic area, groomed trails, nature centers, natural surroundings, well maintained facilities, and ample amount of space. These attributes are the predominant ones that surfaced during data analysis. These basic attributes need to be stressed in the promotional strategy.

When developing the promotional strategy, one must remember that it is not a science with hard fast rules. If the Parks Division wants to follow a logical process, and conduct the necessary research, then changes for success will be improved. The division should make decisions regarding:

- 1) Target audience
- 2) Image
- 3) Objectives
- 4) Budget
- 5) Timing
- 6) Media
- 7) Evaluation

Personal Selling

Personal selling is the first area discussed as it is essential to the development of a good promotional strategy. Personal selling is an: "... oral presentation in a conversation with one or more prospective purchasers for the purpose of making sales (Kotler, 1984)."

Personal selling, or sometimes referred to as word-of-mouth promotion, is the most important source of customer information for most recreational businesses (Mahoney, 1985). This is especially true for Michigan State Park campers and day users who stated recommendation from others as an important information source used in prompting a visit 54.6% and 51.3% of the time respectively. Thus, MSP campers and day users place a greater reliance on word-of-mouth communication than on advertisements.

Word-of-mouth promotion is: "one of the least understood and underutilized means of communication with tourists... Since tourism is a service industry, the people who deliver the service have a major impact on

the quality of the experience. Many employees are not equipped nor trained in hospitality and guest relations (Mahoney, 1985)." This is especially true for MSP personnel. This is a major problem as research studies have shown that word-of-mouth advertising is the single most important source of tourist information. Dissatisfied customers talk more readily to more people than satisfied customers. The best way to counter balance this is to produce satisfied customers.

One way to generate a positive word-of-mouth situation is to deliver a consistent high quality experience at a reasonable cost (Fridgen et al., 1986). Customers who are then satisfied with their high quality experience will tell their friends and acquaintances about the park. This, in turn, will create new users of MSP's. The field manual of the DNR (1978) states it this way: "The park visitor is the only reason for creating a park system. Without the visitor, there would be no park or park personnel... the reception that a park visitor receives will, in a large measure, influence his opinion of the park." Thus, conceptually, the DNR realizes the importance of satisfied customers and in the future must make plans that strive towards this end.

Employees must be viewed as marketing agents. The field manual (1978) states: "... The basic and fundamental purpose of each employee is to 'serve the people'."

In addition to knowing the specific function they perform, they should also receive training on hospitality and guest relations (Fridgen et al., 1986). This could be as simple as a half day seminar for seasonals or a week long conference for managers. Many businesses and local chambers of commerce have sponsored hospitality training workshops. These workshops include: 1) information on the economic impact of tourism, 2) a description and a tour of local attractions, and 3) training on how to: listen and answer questions; greet and be polite to strangers; anticipate and solve the special problems of tourists, create a positive first impression; and how to give directions (Mahoney, 1985).

Personal selling also involves being aware of the needs of MSP users as far as different facilities/services they would like. The MSP survey asked respondents what different service/facility they would like. These responses were not analyzed though due to time constraints. However, the State Parks Division is currently tabulating these answers and should investigate the issues that are important to the users (Fridgen et al., 1986). Also, other states' state parks should be investigated to see if the facilities they are offering would be desired by MSP users.

Furthermore, since it is harder to change people than to hire new employees, in the future those employees that work specifically with the public should

be people oriented as opposed to being task oriented. Task oriented employees could be impossible to train as they are already set in their style. Where as people oriented employees would already be oriented toward working with the public effectively. People oriented employees are those who are concerned with the well being of others, are pleasant, and friendly and overall would work best with the public. These people oriented employees would be part of a workforce that is trained to deal with the public.

The last area personal selling should focus on is stressing the basic attributes that the state park provides to campers and day users alike. If the state park user discovers the basic attributes he desires to be to his liking, then he will hopefully have a good experience in the park. Management, therefore, should focus on providing these basic attributes and stressing their importance to employees.

Recommendations to aid in personal selling:

- 1) Train employees and management in guest relations.
- 2) Provide a high quality experience.
- 3) Analyze the different facilities/services that state park respondents stated they would like to see in the park.

- 4) In the future, hire employees that are people oriented.
- 5) Provide the basic attributes that the campers and day users need and stress their importance to employees.

Advertising

"Advertising is a paid form of nonpersonal communication about an agency and or its programs and services. It is sponsored by the agency and transmitted to a target audience through a mass medium such as television, radio, newspaper, magazines, direct mail, mass transit vehicles, outdoor displays, handbills, and directories (Crompton and Lamb, 1986)."

Signage and information are important, but often overlooked, components of a recreation business promotion. The DNR should market to customers once they have arrived. On-site promotions such as signs and displays can influence customer behavior. It can enhance customer satisfaction by assisting customers in making better use of their time, avoiding mistakes, and selecting activities which will maximize on-site experience. This in turn can increase employee productivity by reducing the amount of time they spend answering repetitive questions (Mahoney, 1985). Since a large number of state park users rely strongly on information about the parks from friends, managers should provide literature in the

park for the users to take to their friends and also for them to reflect on their experience. This should foster more new users visiting the parks. This information should be as accurate as possible so users in advance of their visit will know what to expect from the product purchased.

Management can advertise the basic attributes that state park managers provide to their users. A good example of this would be clean swimming beaches as this is an attribute most campers and day users are interested in. Advertising can also be used to promote unique features of each park such as the beautiful sand dunes at Warren Dunes State Park.

Another use of advertising could be to increase off-season use of state parks in the shoulder seasons (Fridgen et al., 1986) or to promote underutilized parks by trying to more equitably distribute the campers and day users. Currently, some of the busier parks must turn away parties. If, instead, those same parties saw an advertisement about an underutilized park that had basically the same features they were after, perhaps they would choose to try another park. This would result in increased usage of the underutilized parks.

Recommendations to aid Advertising:

- 1) Develop on-site promotions such as signs and displays.
- 2) Reinforcement advertising to those who have recently been to a state park and are reflecting on their experience.
- 3) Provide literature in the park for users to take to their friends.
- 4) Advertise the basic attributes that state parks provide such as the clean swimming beaches and also the unique features of the park such as Taquamenon's Falls.

Publicity

Publicity is the third area of interest in the development of a promotional strategy. "Publicity is any unpaid form of news or editorial comment about an agency or its programs that is transmitted through a mass medium at no charge to the agency (Crompton and Lamb, 1986)."

The field manual written by the Michigan Department of Natural Resources Parks Division (1978) states: "Publicity about state parks was begun in 1925 by the editing of a booklet entitled "State Parks of Michigan". In the same year uniform signs were made for all parks..." Presently: "the Department sponsors TV programs, covering all phases of conservation and from time to time,

park employees may be requested to appear on such programs... the press, even the four page weekly, is a powerful influence in the community... open houses and dedication ceremonies are other means of promoting park programs (Michigan Department of Natural Resources, 1978)."

Currently Michigan State Parks has an annual free state parks day (Fridgen et al., 1986). This should continue as it offers the community an opportunity to see the parks free of charge and usually stimulates considerable media interest and resulting publicity. If the users have a good time, hopefully they will come back. Also, managers should look for other ways to be known in the community. Part of this includes developing favorable relations with the media.

State parks are set-up on a regional basis and this should be used to promote the regions (Fridgen et al., 1986). For example, the western upper peninsula should promote all its attributes including the fine state parks it has. Also, day users reported staying at a variety of other places the night before visiting parks. These day users point to a need for other types of businesses located near state parks such as motels and hotels. This reinforces the fact that state parks need to be thought of in a regional context. Perhaps the management of state parks and other facilities/activities could work together to foster growth in a region of the state.

Publicity can also be used to publicize the basic attributes provided by the state parks. For example, in news releases, the basic attributes the state park provides can be named and emphasized such as the cleanliness of the state parks could be brought up in an article. In addition, a photo and or video library should be organized to promote the state parks. Perhaps even a publicity event such as "A Day in the Life of Michigan State Parks" taking off from the successful "A Day in the Life of America" would be beneficial.

Recommendations to aid publicity:

- 1)Continue annual free state parks day.
- 2)Promote as part of a region.
- 3)Continue to search for ways to be known in the community.
- 4)When possible have a publicity person on staff to work with local and statewide media to encourage a good working relationship with them.
- 5)Develop a photo and or video library to promote Michigan State Parks.
- 6)Look into publicity events such as possibly having "A Day in the Life of Michigan State Parks" photo contest.

Sales Promotions

Sales promotions is the fourth area of interest in a promotion strategy. Sales promotion is: "short-term incentives to encourage purchase or sale of a product or service (Kotler, 1984)." After the MSP experience, promotion/communication e.g. thank you letters, newsletters and holiday greetings are often an effective way to develop and maintain on going relationships with customers and thus create greater loyalty. This after the experience communication can positively reinforce the quality of the experience and be important in influencing repeat purchase decisions (Mahoney, 1985). This communication can also stimulate/enlist feedback from satisfied and dissatisfied customers which can be useful in improving the state parks offering.

The reason why this area is so important is because customers do not have anything tangible to bring home to remind them of their experience and maintain a link between them and the business. Also, customers often have difficulty when trying to evaluate the quality of services and recreation experiences even after experiencing them (Mahoney, 1985).

Presently, in Michigan, the majority of recreation businesses direct all their promotion at attracting new customers and little at maintaining lasting relations. Many places don't even maintain up-to-date mailing lists of their customers (Mahoney, 1985). State park manage-

ment has a head start on this because as a result of the MSP study, mailing lists were derived from the information from the respondents (Fridgen et al., 1986). This information was given to the DNR so they can maintain a list of those respondents who gave their address. Also, the DNR could obtain more names by redesigning camper registration forms to include information such as names and addresses. Plus, a computerized customer tracking system should be designed to monitor changes in its users and to assist in the evaluation of changes in programs and facilities (Fridgen et al., 1986). This would be a beneficial project for Michigan State Parks as this would allow for feedback as to what users views are on the state park experience.

However, like all projects, evaluation of the whole promotion project must be undertaken to determine its effectiveness. With an entry fee of \$10 for an annual permit, obviously state park management does not have an excess of funds to devote to promotion. Thus, within budgetary constraints, the best possible promotion campaign should be designed. It then should be evaluated periodically to make sure the goals and objectives of the promotion project are being met.

In addition, state parks should be looking for other opportunities to promote the parks. For example, Kentucky has a innovative state park system and perhaps some of the facilities/services it provides should be

offered in Michigan's State Parks. Also, ideas such as purchasing permits at other places should be explored (Fridgen et. al., 1986).

Promoting can also be done in-house. If the employees and managers of state parks believe in the product they are offering-a high quality recreational experience-then they will be willing to do their own promoting. They will tell their friends and relatives about the excellent state park they work in. This could then bring new users into the park system. These new users, if they have a good experience, will in turn tell others.

Lastly, perhaps a program like "Friends of Michigan State Parks" would provide for increased loyalty of users. Many organizations have support groups that provide monetary and or physical support to a program or service. Perhaps this would work as well at Michigan State Parks.

Recommendations to aid sales promotions:

- 1)Send out thank you letters, newsletters, etc.
- 2)Work on maintaining up-to-date mailing lists.
- 3)Develop a computerized tracking system.
- 4)Develop a cohesive clientele base.
- 5)Look to other states for ideas.
- 6)Develop a "Friends of Michigan State Parks" program.

Conclusion

This Michigan State Park study provided an opportunity to objectively view day users and campers. The information gleaned can enable the development of an extensive start at a promotional strategy. When implemented, this strategy can help in setting the direction for the future. Therefore, it is hoped that management will take the next step with the strategy that has been presented and proceed into the future with a promotional strategy in place.

APPENDICES

APPENDIX A

MALES		FEMALES		TOTAL
.2	40 to 49 years old	.2	.3	10%
.2	50 to 59 years old	.2	.3	9%
.1	60 to 64 years old	.1	.2	4%
.1	65 and older	.1	.1	4%
AVERAGE NUMBER AT SITE		3.5		100%

5. Are the people at this campsite (check ONE):

80% -- all family members 10% -- friends & family 3% -- camping alone

7% -- all friends .2% -- organized club or group other: _____

6. Did anyone staying at your campsite tow a boat on a trailer to this campground? 17% -- yes 83% -- no

7. Have you, or are you planning to use the day use facilities in this park on this trip? (Beach or picnic areas for example) 76% -- yes 24% -- no

8. Was a reservation made for this campground on this trip? 27% -- yes 73% -- no

9. What type(s) of camping equipment is being used at this CAMPSITE during this trip? Please indicate if the equipment is owned, rented, or borrowed by the people at this campsite. If it is owned, how long have you or others at this site, owned this equipment?

	Single Equipment	Additional Tent	Total
	%	%	%
TENT	27.9	.6	28.5
CAMP TRAILER	20.8	2.4	23.2
TRAVEL TRAILER	20.9	2.2	23.1
MOTORHOME/5TH WHEEL	12.6	.6	13.2
TRUCK CAMPER/BUS/VAN	5.0	2.9	7.9
PICKUP COVER/ UNCONVERTED VAN	.8	1.5	2.3

Sub-total 98.2

Note: campers using a non-tent combination of 2 pieces of equip. 1.8

Total 100.0

10. Next, we would like to know how much you and those at your campsite spent during this trip. Please indicate purchases that were made at home especially for this trip. We are interested in the TOTAL expenditures for everyone at your campsite, not just your own. PLEASE DO NOT LEAVE ANY BLANK SPACES: WRITE "0" TO INDICATE NO EXPENDITURES. Do not include park fees.

CATEGORY	AT HOME FOR THIS TRIP	ON ROUTE UP TO 20 MILES AWAY FROM PARK	WITHIN 20 MILES OF (BUT NOT IN) PARK	TOTAL
	Mean	Mean	Mean	Mean
Vehicle related (gas, oil, etc.)	\$27.49	\$13.44	\$ 7.28	\$48.21
Restaurant and Bar, Meals/drinks	\$ 3.77	\$ 7.30	\$10.23	\$21.30
Grocery or Convenience Store food & drink	\$43.66	\$ 6.42	\$17.51	\$67.59
Sporting Goods, Bait Lures, Camping Gear, etc	\$11.35	\$ 1.28	\$ 3.59	\$16.22
Lodging	\$ 2.10	\$ 2.38	\$ 1.45	\$ 5.93
All other items	\$ 3.81	\$ 2.65	\$ 5.86	\$12.32
TOTALS	\$92.18	\$33.47	\$45.92	\$171.57
% of GRAND TOTAL	53.7	19.5	26.8	

11. What 3 most important information sources FIRST prompted you, or others at at your site, to visit this campground on your first trip?

PERCENT	PERCENT
54.6 recommendation from other campers	38.2 Michigan State Parks Brochure/Map
6.0 recommendation from noncampers	3.2 highway information centers/plaza
5.5 local sources (e.g. gas station)	1.2 local Chamber of Commerce
3.8 Woodalls Camping Directory	4.1 Michigan Travel Bureau
2.3 Trailer Life	6.3 this Campground's brochure/map
8.8 AAA	.5 radio
.8 MAPCO Directory	.6 television
25.7 State highway map	1.6 newspaper
11.4 State Park highway signs	1.0 magazine
3.7 Announcement of Special events	20.7 Other: Please specify_____

12. While staying at this campground, which 3 most important sources have provided useful information about THIS STATE PARK?

PERCENT	PERCENT
31.8 other park users	48.7 Michigan State Park employees
41.7 signs posted inside park	32.9 this State Park's brochure/map
12.2 signs posted outside park	20.9 Michigan State Park's brochure
54.1 previous visit to this park	8.3 local residents
4.6 local business people	4.2 other: _____

 SECTION II: QUESTIONS IN THIS SECTION ARE FOR THE PERSON WHO IS ACTUALLY
 FILLING OUT THE QUESTIONNAIRE

13. How many TOTAL NIGHTS will you be spending away from your permanent residence while on this particular trip? 7.3 nights
14. Is this your FIRST VISIT to THIS PARK as either a camper or a day visitor (non-camper)? 32.2% yes 67.8% no
15. Have you visited any other Michigan State Parks as either a camper or a day visitor (non-camper) before this visit.
- | | | |
|---------------|-----------|----------|
| as a camper | 90.8% yes | 9.2% no |
| as a day user | 82.0 yes | 18.0% no |
16. Where is your PERMANENT RESIDENCE? County 26.9% from 5 county SE urban
- | | | |
|-------------|-------|--|
| Resident | 82.7% | |
| Nonresident | 17.3% | |
17. How far is your permanent residence from this campground? Ave. Resident 151.2
Nonresid 375.6
System 189.3

PLEASE ANSWER THE FOLLOWING QUESTIONS TO THE BEST OF YOUR RECOLLECTION

18. How many years (NOT COUNTING BACKYARD CAMPING AS A CHILD) have you been camping? 17.6 years
19. On the average, how many nights do you camp each year? 17.6 nights
20. How many years have you been camping in Michigan State Parks? 13.2 years
21. About how many nights did you camp in 1984? 14.7 nights

22. If you did not camp last year(1984), when was the last year you did camp?

53% camped in 1983; another 22.2% from 1980 through 1982
8.6% from before 1970

23. In 1984, how many nights did you camp in Michigan at the following:
Please enter the number of nights spent in:

AVERAGE NIGHTS BY THE AVERAGE VISITOR

3.0 this Michigan State Park

3.2 all other Michigan State Parks

_____ Michigan State Forest Campgrounds

_____ National Forest Campgrounds in Michigan

_____ National Park Campgrounds in Michigan

_____ Public undeveloped land (e.g., while in a State Forest)

_____ Other local public campground (e.g., county or township
campground)

1.9 Private commercial campgrounds

_____ Privately owned land in Michigan

_____ Undesignated developed areas (e.g., reststop, parking lot, etc.)

_____ Others: Please specify _____

11.8 TOTAL NUMBER OF NIGHTS CAMPING IN MICHIGAN IN 1984

Note: Those left blank have less than one night on the average;
See resident and nonresident chapter for market share analysis

24. When YOU go on a camping trip, do you usually: (check only ONE)
--PERCENT--

57.2 have a specific campground(s) SELECTED BEFORE LEAVING HOME

22.7 have a specific campground(s) SELECTED WITH A RESERVATION PRIOR TO
LEAVING

11.6 SELECT A CAMPGROUND(S) WHILE ON ROUTE to major destination or stopover

.4 SELECT CAMPGROUND(S) AND MAKE A RESERVATION while on route to
destination

8.1 SELECT A CAMPGROUND ONCE YOU HAVE ARRIVED at destination or stopover

24. During the Fall, Winter or Spring (October 1984 through April 1985) did you participate in any of the following activities in a Michigan State Park? (Please check all that apply)

7.6%	Hunting	4.2%	Ice fishing	13.3%	Hiking
2.2%	Downhill skiing	21.9%	Camping	15.8%	Fishing
1.2%	Ice Skating	7.5%	Cross Country Skiing	3.0%	Snowmobiling
3.1%	ORV Operation	1.3%	Horseback riding	4.6%	Sledding/tobogganing
3.0%	Other: _____			51.6%	did not participate

26. How important are the following CAMPGROUND FEATURES AND/OR FACILITIES TO YOU WHEN SELECTING A CAMPGROUND? (Circle appropriate numbers)

			Not Important	Somewhat Important	Very Important	Crucial	
	Mean	Median	1	2	3	4	5
			PERCENT				
Flush toilets	3.53	3.75	8.7	14.6	19.6	28.5	28.6
Elec. hook up	3.21	3.43	18.7	13.4	19.4	25.2	23.4
Campfires	3.72	3.92	6.2	11.3	21.0	27.3	34.2
Showers	3.73	3.92	5.4	11.7	20.4	29.9	32.6
Store/Concess.	1.94	1.70	43.9	30.2	16.6	6.2	3.0
Water/sewer	1.97	1.42	54.4	15.9	13.5	10.3	5.9
Nature/program	1.91	1.71	43.4	30.6	19.0	5.2	1.7
Historic site	1.74	1.47	51.7	29.6	13.3	3.8	1.6
Swimming beach	3.48	3.66	10.7	12.2	22.5	27.8	26.8
Playground	2.36	2.04	42.3	14.2	18.1	15.5	9.9
Natural Surroundings/landscape	3.72	3.83	3.5	8.5	25.8	36.6	25.6
Clean/facility	4.43	4.58	.5	.9	7.6	36.4	54.5
Secure/facility	4.23	4.44	1.4	3.8	12.6	34.2	47.9
Regulations	3.68	3.85	6.4	9.8	23.1	30.8	29.9
Boat ramps	2.03	1.42	54.1	15.0	13.0	9.4	8.6
Boat rental	1.57	1.27	64.8	20.3	9.5	3.8	1.5
No road noise	2.98	2.96	12.1	24.6	28.9	22.1	12.3

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Hospitable Management	3.85	3.93	2.0	5.8	25.0	39.6	27.5
Pets allowed	2.30	1.47	51.3	9.4	12.7	10.9	15.7
Reservations	2.77	2.78	25.0	18.0	25.0	18.4	13.7
Nearby/attrac.	2.78	2.79	17.9	23.1	30.4	20.2	8.3
Close homework	1.92	1.45	52.4	18.8	16.9	8.2	3.7
Other:	3.71	4.24	19.3	2.1	11.1	23.6	43.8

27. Please tell us how important the following are to you when you visit a State Park? In addition, indicate whether you participated in any of these activities during your visit on this trip by checking the boxes at the right.

	Mean	Median	Not Important 1	Somewhat Important 2	Important 3	Very Important 4	Crucial 5	Check if Partici- pated
	Percent							
Fishing	2.60	2.51	30.6	19.2	22.4	15.6	12.2	43.2
Boating	2.33	2.05	39.7	18.9	19.3	11.7	10.5	29.2
Canoeing	1.89	1.49	50.3	22.5	18.1	6.0	3.1	10.7_
Swimming	3.56	3.77	9.6	10.6	21.8	30.0	27.9	63.3
Hiking/walk trails	3.14	3.20	11.3	17.4	30.4	27.8	13.0	65.9
Horseback riding	1.39	1.17	75.0	14.8	7.0	2.0	1.2	2.5
Festival/Special event	1.57	1.28	63.7	20.8	11.3	2.8	1.5	9.1
Visit Nature Center or Historic Site	2.12	2.00	34.2	31.1	24.7	7.3	2.4	24.6
Sight- seeing	2.81	2.85	16.6	22.0	32.9	20.8	7.6	53.6
ORV use	1.45	1.14	77.7	8.3	7.7	3.6	2.7	4.3
Picnic	2.63	2.66	27.2	18.1	28.8	17.0	9.0	37.2
Picking fruit/								

berries/ mushrooms	1.54	1.25	66.3	18.5	10.7	3.4	1.1	8.3
Visiting users	2.17	1.94	39.5	23.9	22.1	9.3	5.1	38.9
Nature programs	1.94	1.71	44.0	28.3	18.9	6.8	1.9	6.8
Organized activity	1.47	1.20	71.0	16.3	8.9	2.9	1.0	2.4
Other:	2.77	2.64	45.8	2.6	9.7	11.4	30.3	5.3

28. Did YOU purchase an ANNUAL STATE PARK MOTOR VEHICLE PERMIT in 1984?
70.6% yes 29.4% no

29. Number of days annual permit was used Mean= 16.2 days
Note: 20% used it 22 days or more. Median= 10.5 days

30. Did YOU purchase a DAILY STATE PARK MOTOR VEHICLE PERMIT in 1984?
24.7% yes 75.3% no

31. Number of daily permits purchased Mean= 3.2
Note: 90% purchased only 5. Median= 2.3

32. What ONE thing did you like BEST about this campground?

Percent		Percent	
3.1	privacy of site	4.7	relatively large site
6.9	close to home/work	15.2	campsite near lake/stream
11.6	natural surroundings	4.0	clean facilities
1.7	hospitable staff	6.3	swimming beaches
2.6	quiet	4.4	campground facilities
4.2	good recreational opportunities	4.1	near area attractions
3.7	well maintained	2.7	fishing
2.7	other: Please specify _____		

33. What ONE thing did you like LEAST about this campground.

1.5	rules not enforced	6.8	crowded/limited space
.7	inhospitable staff	4.1	lack of facilities
3.1	facilities not maintained	1.6	no boat launch
5.2	sites too small	1.9	don't like rules/regulations
4.2	campground too far from lake/ stream	4.0	waiting lines too long
4.8	poor swimming beaches	2.8	limited recreation opportunities
9.4	too far from home/work	42.5	Other: _____

34. What was the ONE MOST IMPORTANT reason/thing behind your decision to camp at this campground on this particular trip?

6.3	natural surroundings	3.2	inexpensive recreation
28.1	past experience	5.9	nearby lake/stream
.6	accepts reservations	1.3	quiet campground
3.2	swimming beaches	4.7	fishing
7.4	near area attractions	8.4	close to home/work
5.5	recommended by others	1.4	vacancy
.7	friendly atmosphere	.4	trails
1.7	campground type (rustic, developed)	11.6	Other: _____

35. What ONE different SERVICE/FACILITY would you like to see at THIS state park? 67.9% wrote something into this open ended question

36. Overall, how satisfied were you with THIS STATE PARK? (circle one)

1	2	3	4	5	6	7	8	9	10
VERY DISSATISFIED				Mean = 8.38					VERY SATISFIED
Note: 5.8% reported a score of 5 or less.									

37. Are YOU: 35.6% Female 64.4% Male

38. How old are YOU? 41.2 yrs old on the average

39. Are YOU: 87.1% Married 9.1% Single 3.8% Divorced/Widowed

40. Are YOU: 98.5% White .1% Black .3% American Indian
.3% Asian .6% Hispanic .2% Other _____

41. Please circle the number that represents the highest level of education you have completed.

1	2	3	4	5	6	7	8	9	10	11	12	1	2	3	4	5	6	7+
GRADE SCHOOL								HIGH SCHOOL				COLLEGE						
Note: Mean = 13.9 yrs ed; 41.2% had completed high school.																		

42. In 1984, what was your TOTAL FAMILY INCOME (before taxes) from employment and all other sources?

4.0%	less than \$10,000	28.1%	\$30,000 - \$39,999	6.2%	\$60,000 and above
13.3%	\$10,000 - \$19,999	15.1%	\$40,000 - \$49,999		
24.5%	\$20,000 - \$29,999	8.7%	\$50,000 - \$59,999		

43. Is this campsite registered in your name? 81.5% yes 18.5% no

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From time to time Parks division may conduct additional research and we hope that you will assist us in this effort. To do so we are asking that you provide us with your mailing address and phone number. No names are required. No other uses of this information will be made. Thank You.

Street Address 87.3% completed the address Apt. # _____
City/Town _____ Box # _____
State _____ Zip _____ Phone () _____

THANK YOU FOR YOUR TIME

Please deposit the completed survey in the drop box located by the exit or return in the attached postage paid return envelope.

Park and Recreation Resources; State Parks Project
131 Natural Resources Bldg., Michigan State University
East Lansing, MI 48824

APPENDIX A

Instructions for MSP/MSU User Survey Distribution and Collection

April 22, 1985

Camper Survey

General Instructions: Sampling of campers will begin in May and continue into September 1985. Only registered campers are to be surveyed. Through the season 110 questionnaires will be distributed, eleven camper surveys given out on each of the 10 pre-selected days (5 weekend days, 5 weekdays). For campers, Fridays and Saturdays will be considered weekends. We ask that permanent staff distribute the questionnaires if possible.

1. Materials: You should have the following materials:

- a) Camper questionnaires, MSU business reply envelopes, pens or pencils, clear plastic bags (enough for 2 rainy days), and Camper Site Selection Worksheet and Report Forms, and letters to campers (to be used if questionnaire is left at campsite when no one is on the site).
- b) A listing of days and times for sampling campers: this includes a calendar and listing of sampling times. These dates and times have been carefully selected to guarantee the most representative sample of campers using your park over the season. Please do not deviate from this schedule.
- c) You have prepared the drop boxes for your park. Boxes should be properly placed on sampling dates. Be sure to empty the boxes at the end of each day.
- d) Questionnaires not distributed will be returned to MSU, but plan to reuse undamaged envelopes, bags, pens, etc.

2. Sampling Procedures

- a) You will receive a sampling schedule indicating on what days you will sample campers and at what time. This is an example but it may look like this:

<u>Dates</u>	<u>Survey Type</u>	<u>Time period</u>	<u>Distribution no.</u>	<u>Sampling Site</u>
May 4	C	4-7pm	11	CG
May 5	D	3-5pm	14	DU
May 23	C	4-7pm	11	CG

DU - The day use sample site identified for your park on table 2.

CG - across all the open campgrounds in your park.

This is only an example, but it will help illustrate the procedures. Camper sampling will occur from 4-7pm.

- b) Continuing with the example, when May 4 arrives, using your materials, paper clip 11 questionnaires, pens or pencils and return envelopes together into the 11 separate survey packets to be given out that day. Attach a clear plastic bag if rain may be a problem.

Camper

c) Count up and list your occupied sites.

d) When choosing which individual campsites will receive a survey, the ranger will divide that total number of occupied sites across all campground(s) in the park by the total number of surveys to be delivered that day(11). The resulting number will be the sampling interval, i.e. every nth site will receive a questionnaire. The beginning campsite will be randomly selected by flipping a coin--it will always either be the first or second occupied campsite(bv campsite number). Once the starting point is known, simply deliver a survey to every nth campsite (your interval) thereafter. For example:

if there were 48 occupied sites on May 4th, and 11 surveys are to be handed out, then:

$$\frac{48 \text{ sites}}{11 \text{ Q's}} = 4.4 \text{ (ignore this decimal point and round down to nearest whole number--in this case, 4)}$$

So, the sampling interval is 4.0 which means that every fourth campsite gets a questionnaire. To choose that starting point, lets say that the lowest numbered occupied site is "heads" and the next lowest is "tails". Flip the coin and it comes up "heads". That means that if the first occupied site is number 3, then site number 3 gets the first survey. From there on, every fourth occupied site is chosen and all 11 questionnaires should be handed out.

Here's another way to look at this. If our interval is 4.0 and we've chosen our starting point (it'll be the lowest occupied site or "heads"), then given the list below of 48 occupied sites by site number, selected sites will look like this below:

START--(3) 4 5 7 (8) 10 11 12 (13) 17 18 20 (21) 23 25 26 (29) 29
30 36 (37) 38 39 40 (43) 44 45 49 (50) 52 54 55 (56) 57 58 59 (60)
66 67 68 (70) 71 72 73 74 77 78

The occupied campsite numbers circled would be the 11 sites that receive questionnaires.

Try to deliver the questionnaire to the registered camper. If that person is not present, leave the survey with another person at that campsite (preferably an adult), with instructions to give it to the registered camper. If no one is at the site, leave the survey with one of the letters provided that explains who left it, who it is for, and why.

Please make every effort to call back at least once to each site receiving a survey that day after a reasonable amount of time, not more than 3 or 4 hours later. When doing so, seek out the registered camper, determine if the registered camper received the survey, answer any questions, and pick it up if it is complete. This last item is important to help generate a good return rate.

Camper

3. Refusals, Too few Campers, Filled one out already.

- a) For example, if you only have 5 campers in the campground during a sampling period and you are to give out 11 surveys, give out 5 to those 5 occupied sites. Record on the report form the number of surveys given out and not given out. ~~The unused questionnaires~~ will not be used again. Plan to reuse undamaged envelopes, pens, bags, etc.
- b) Sometimes people will refuse the survey--if that happens, go to the nearest occupied site and give out the survey to the registered camper on that site. Then continue with your original interval site selections as before.
- c) If the registered camper indicates that they have previously filled out a survey, thank them and go to the nearest occupied site. Then continue with the original site selection procedures as planned. Note these events on the report form.

4. Presentation of survey to registered camper:

- a) Greet those in the campsite as you normally would when carrying out your duties around the campground. Then say something like "We would like you to participate in a survey of our campground users while you are staying with us here in the park. The study is being conducted by Michigan State University in cooperation with Michigan State Parks. Your cooperation is voluntary, but we are talking to only a few park users and so your cooperation is important--we hope that you will help us out. The purpose of the survey is to obtain the feelings and opinions of our users and this is a quick and useful way to get camper's views. -- If park campers can tell us what they think about this park and parks across the state, we can do a better job of serving them. The survey can be returned in the drop box located near the exit area or by the mail -- using the attached return envelope. Also, I'll be stopping back a little later to answer any questions you may have about the survey. If you have completed the questionnaire at that time, I'll pick it up then. We really appreciate your help. Thank you. See you later."
- b) What you should do if a camper not in the selected sample asks to have a questionnaire. Please inform them that "we appreciate your willingness to help, but we have a predetermined plan and we need to follow it. We're also trying to keep the numbers down to help hold costs down."

5. Camper Site Selection Worksheet and Report Form

- a) This form is to be completed for each sampling period. Use it to help you select campsites for distribution of the survey. Also, indicate the number of questionnaires not distributed (too few campers) and the number of people who refused to take the survey.

Camper

- b) Send the completed and unused surveys from that sampling period and the Camper report form to MSU within a week of the sampling day.
6. If you have any questions or problems, please let us know immediately. Thank you. For the month of May, phone #517-353-0646 on Tuesdays and Thursdays from 10-12 a.m. After May, phone #517-353-5190.

APPENDIX B

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APPENDIX B

MICHIGAN STATE PARKS DAY USER QUESTIONNAIRE

The Michigan State Parks Division, in cooperation with Michigan State University, is conducting a survey of Michigan State Park users. The information obtained will be used by the Parks Division to better serve park users and to guide future facility planning and management. All information will be kept confidential. The questionnaire is divided into two parts. The first section addresses questions that those in your vehicle can answer. Feel free to consult with those you rode with about their opinions. The second section is for you, the person selected to complete the survey. Answers in the second section should be completed by that person only. When you have completed the questionnaire, please deposit it in the drop box located near the exit or return it via the mail using the attached postage paid envelope. PLEASE BE SPECIFIC IN YOUR ANSWERS! Thank you.

SECTION I: QUESTIONS FOR YOU AND THOSE IN YOUR VEHICLE

1. How many TOTAL HOURS will you be spending in this park today? 5 hrs.
2. Did you camp in this park last night or are you planning to camp here tonight? 2.3% Yes 90.7% No
3. When you started today's drive, did you plan to visit this park?
86.9% Yes 13.1% No
4. Was visiting this park the primary reason for today's trip?
72.4 Yes 27.6% No
5. Does the vehicle you traveled in today seat more than 11 people?
1.0% Yes 99.0% No
6. If YES, are you traveling on a public school function? 4.8% Yes 95.2% No
7. How many of the people that traveled in your vehicle are in the following age categories? Be sure to include yourself.

MALES		FEMALES	TOTAL	TOTAL PERCENT
<u>.2</u>	less than 5 years old	<u>.2</u>	<u>.4</u>	<u>11%</u>
<u>.3</u>	5 to 12 years old	<u>.3</u>	<u>.6</u>	<u>16%</u>
<u>.1</u>	13 to 17 years old	<u>.2</u>	<u>.3</u>	<u>9%</u>

MALES		FEMALES	TOTAL	TOTAL PERCENT
.1	18 to 24 years old	.2	.4	10%
.2	25 to 29 years old	.2	.6	13%
.3	30 to 39 years old	.4	.7	19%
.2	40 to 49 years old	.2	.3	10%
.1	50 to 59 years old	.1	.2	6%
.1	60 to 64 years old	.04	.1	3%
.1	65 and older	.1	.2	4%
2	TOTAL NUMBER IN VEHICLE	2	3.6	100%

8. Are the people who traveled to the park in your vehicle today (check one):

65.4%	all family members	15.5%	friends and family
3.0%	visiting alone	12.8%	all friends
1.4%	other: _____	1.9%	organized club or group

9. Did the vehicle you traveled in tow a boat on a trailer to THIS PARK?

6.9% Yes

93.1% No

10. What 3 most important information sources FIRST prompted you, or others in your vehicle, to visit THIS PARK on your first trip?

PERCENT		PERCENT	
26.4	recommendation from camper	16.9	State Parks Brochure
24.9	recommendation from noncamper	1.8	highway information centers
10.0	local sources (e.g. gas station)	1.0	local Chamber of Commerce
1.8	Woodall's Camping Directory	2.6	Michigan Travel Bureau
1.3	Trailer Life	4.6	this State Park's map
3.6	AAA	1.9	radio
.3	MAPCO Directory	.8	television
13.2	State highway map	2.5	newspaper
14.9	State Park highway sign	1.3	magazine
6.7	announcement of special event	25.1	other: Please specify _____

11. While visiting this park, which 3 most important information sources provided useful information about THIS STATE PARK?

PERCENT	PERCENT
30.6 other park users	21.9 Michigan State Park employees
46.9 signs posted in park	21.3 this State Park's brochure/map
19.8 signs outside the park	11.3 Michigan State Park brochure
57.8 previous visit to this park	12.9 local residents
2.6 local business people	5.5 other: _____

12. Next, we would like to know how much you and those in your vehicle spent during this trip. Please include purchases that were made at home especially for this trip. We are interested in TOTAL expenditures for everyone in your VEHICLE, not just your own. PLEASE DO NOT LEAVE ANY BLANK SPACES: WRITE "0" TO INDICATE NO EXPENDITURES. Do not include park fees.

CATEGORY	AT HOME FOR THIS TRIP	ON ROUTE UP TO 20 MILES AWAY FROM PARK	WITHIN 20 MILES OF (BUT NOT IN) PARK	TOTAL
	Mean	Mean	Mean	Mean
Vehicle related	\$9.30	\$3.72	\$1.68	\$14.70
Restaurant and bar, meals/drinks	\$1.56	\$4.60	\$5.83	\$11.99
Grocery or convenience store food and drink	\$10.67	\$1.43	\$3.06	\$15.16
Sporting goods, bait, lures, camping gear, etc.	\$2.56	\$.08	\$.89	\$3.53
Lodging	\$.92	\$3.31	\$5.20	\$9.43
All other items	\$1.63	\$.38	\$1.50	\$3.51
TOTALS	\$26.64	\$13.52	\$18.16	\$58.32
% OF GRAND TOTAL	45.7%	23.2%	31.1%	

SECTION II: THE FOLLOWING QUESTIONS ARE TO BE ANSWERED BY THE PERSON
SELECTED AT THE GATE TO COMPLETE THIS SURVEY.

13. Where is your PERMANENT RESIDENCE?

Non-Michigan (24.0%) County Michigan (76.0%) State and Zip Code

14. Where did you stay last night?

6.8% camped in this park 7.2% other campground

64.8% permanent residence 4.3% with friends/family

2.9% 2nd residence (cottage) 10.2% motel/hotel

3.8% other: Please specify _____

15. If you did not stay at your permanent residence last night, how many
nights will you be spending away from your PERMANENT RESIDENCE on this
trip? 6 nights

16. Were you the driver of the vehicle you arrived in as you entered the
park today?

55.7% Yes

44.3% No

17. To get into the park today, did you or anyone in your vehicle purchase a
daily sticker?

60.3% Yes

39.7% No

18. Is this your FIRST VISIT to this park as either a day visitor (non-camper)
or camper?

27.2% Yes

72.8% No

19. Have you visited any other Michigan State Park before?

As a camper? 64.4% Yes 35.6% No

As a day user? 87.5% Yes 12.5% No

20. Please tell us how important the following are to you when you visit a State Park? In addition, indicate whether you participated in any of these activities during your visit on this trip by checking the boxes at the right.

	Mean	Median	Not Important 1	Somewhat Important 2	Important 3	Very Important 4	Crucial 5	Check if Partici- pated
Fishing	2.08	1.62	47.8	19.1	16.8	10.2	6.0	13.7
Boating	2.25	1.97	39.7	21.8	18.4	13.8	6.3	13.7
Canoeing	1.90	1.53	49.2	23.7	17.2	8.2	1.7	4.8
Swimming	3.82	4.03	5.6	8.4	20.9	28.5	36.6	54.4
Hiking/walk trails	3.12	3.12	10.6	19.3	32.2	23.0	14.8	44.8
Horseback riding	1.55	1.23	68.5	15.4	11.4	2.2	2.5	2.7
Festival/Special event	1.80	1.42	54.4	22.0	16.4	3.4	3.8	4.6
Visit Nature Center or Historic Site	2.52	2.52	25.0	24.3	29.3	16.1	5.2	19.7
Sight- seeing	2.99	3.05	17.3	15.6	31.2	22.2	13.6	40.5
ORV use	1.75	1.26	65.5	12.5	9.9	5.5	6.6	6.1
Picnic	3.61	3.75	7.5	8.0	26.7	31.8	26.0	50.1
Picking fruit/ berries/ mushrooms	1.49	1.21	70.4	16.5	8.2	3.0	1.8	2.0
Visiting other park users	1.86	1.43	53.8	21.6	14.2	5.5	5.0	15.0
Nature programs	2.07	1.85	41.8	23.6	23.0	9.2	2.4	3.6
Organized activity	1.55	1.25	66.3	18.9	9.5	3.7	1.5	2.1
Other:	2.98	3.08	41.8	5.0	5.7	8.8	38.8	4.9

21. During the Fall, Winter, or Spring (October 1984 through April 1985) did you participate in any of the following activities in a Michigan State Park? (Check all that apply).

5.5% Hunting	5.3% Ice Fishing	16.7% Hiking
4.3% Downhill skiing	14.4% Camping	11.0% Fishing
3.0% Ice skating	9.4% Cross country skiing	3.7% Snowmobiling
4.0% ORV operation	1.9% Horseback riding	5.6% Sledding/tobogganing
3.5% Other: _____	53.9% Did not participate	

****PLEASE ANSWER THE FOLLOWING QUESTIONS TO THE BEST OF YOUR RECOLLECTION**

22. How many years have you been visiting Michigan State Parks? 18 years

23. Approximately how many days did you visit Michigan State Parks in 1984 as a day user? 4.6 days; of those who visited in 1984 5.0 days.

24. If you did not visit Michigan State Parks in 1984, when was the LAST YEAR YOU DID VISIT? 1976

25. Did you purchase an ANNUAL STATE PARK MOTOR VEHICLE PERMIT in 1984?

28.6 Yes

71.4 No

26. Number of days annual permit was used? 14 days

27. Did you purchase a DAILY STATE PARK MOTOR VEHICLE PERMIT in 1984?

53.3 Yes

46.7 No

28. Number of daily permits purchased? 3

29. What ONE THING DID YOU LIKE BEST about this park?

Percent of those who checked an answer for the question

1.2 secluded	1.4 not crowded
9.8 close to home/work	4.0 nearby lake or stream
11.7 natural surroundings	1.6 clean facilities
.6 hospitable staff	13.0 swimming beaches
.8 quiet	.9 picnic facilities
4.0 good recreation opportunity	1.0 near area attractions
3.0 well maintained	1.2 fishing
3.7 Other: _____	

Note: 42.1% Multiple response (the respondents checked more than 1 answer and was included as a separate category)

30. What ONE THING DID YOU LIKE LEAST about this park?

- | | |
|---------------------------------|--------------------------------------|
| 3.1 rules not enforced | 8.8 crowded/limited space |
| .2 inhospitable staff | 4.5 lack of facilities |
| 3.6 facilities not maintained | 2.0 no boat launch |
| 4.6 alcohol ban (if applicable) | .4 don't like rules |
| 1.7 too far from lake/stream | 2.0 waiting lines too long |
| 2.5 poor swimming beach | 3.2 limited recreation opportunities |
| 12.5 too far from home/work | |
| 36.1 other: | |

Note: 14.8% Multiple response (the respondents checked more than 1 answer)

31. What was the ONE most important REASON/THING behind your decision to visit THIS State Park on this particular trip?

- | | |
|---------------------------|----------------------------|
| 6.5 natural surroundings | 3.4 inexpensive recreation |
| 17.7 past experience | 1.5 nearby lake or stream |
| 1.9 boat launch/boating | .4 quiet |
| 12.6 swimming beaches | 2.6 fishing |
| 3.6 near area attractions | 4.9 close to home/work |
| 6.5 recommended by others | .3 not crowded |
| .9 friendly atmosphere | 1.0 trails/hiking |
| 1.2 park facilities | 2.7 close to highway |
| 13.6 other: | |

Note: 18.8% Multiple response (the respondents checked more than 1 answer)

32. What ONE different SERVICE/FACILITY would you like to see at THIS State Park?

57.1% Wrote something into this open ended question

33. Overall, how satisfied were you with THIS STATE PARK? (circle one)

1 2 3 4 5 6 7 8 9 10

The Mean = 8.15

Note: 4.8% reported a score of five or less.

VERY DISSATISFIED

VERY SATISFIED

The following questions reflect demographics of the sampled respondent only.

34. Are YOU: 58.5% Female 41.5% Male

35. How old are YOU? 37 years old on average

36. Are YOU: 76.7% Married 16.1% Single 7.2% Divorced/widowed

37. Are YOU: 98.2% White .5% Black .0% American Indian
 .2% Asian .4% Hispanic .7% Other

38. Please circle the number that represents the highest level of education that you have completed.

1 2 3 4 5 6 7 8 9 10 11 12 1 2 3 4 5 6 7+
GRADE SCHOOL HIGH SCHOOL COLLEGE
Note: Mean = 14 Years; 94.9% had completed high school.

39. In 1984, what was your TOTAL FAMILY INCOME (before taxes) from employment and all other sources?

6.6 less than \$10,000 26.3 \$30,000 - \$39,999 10.5 \$60,000 and above
16.3 \$10,000 - \$19,999 13.2 \$40,000 - \$49,999
20.9 \$20,000 - \$29,999 6.2 \$50,000 - \$59,999

From time to time Parks division may conduct additional research and we hope that you will assist us in this effort. To do so we are asking that you provide us with your mailing address and phone number. No names are required. No other uses of this information will be made. Thank You.

Street Address 69.5% Completed the address Apt. # _____
City/Town _____ Box # _____
State _____ Zip _____ Phone () _____

Please deposit the completed survey in the drop box located by the exit or return in the attached postage paid return envelope.

Park and Recreation Resources; State Parks Project
131 Natural Resources Bldg., Michigan State University
East Lansing, MI 48824

THANK YOU FOR YOUR HELP

APPENDIX B

Instructions for MSP / MSU Day User Survey Distribution and Collection

April 22, 1985

Day Users

General Instructions: Sampling of users will begin in May and end in September, 1985. There are two different questionnaires, one for Day Users another for Campers. More day users will be sampled because day users return fewer surveys so we need to hand out more initially to reach our goal of 4000 across the park system. Each type of questionnaire will have its own sampling schedule and distribution procedures. Throughout the summer, 14 Day Use surveys will be handed out on the 10 pre-selected days (5 weekend days and 5 weekdays).

1. Materials: You should have the following materials:

- a) Day user questionnaires with MSU business reply envelopes, daily Day Use report forms, and pens or pencils.
- b) a supply of color MSP brochures
- c) a supply of your own park maps
- d) a list of times and dates for sampling Day Users; a calendar and tables 1-3. These dates and times have been carefully selected to guarantee the most representative sample of users of your park over the summer season. Please do not deviate from this schedule.
- e) Your drop boxes have been prepared and should be properly located at exit sites in your park on sampling days. Each box should be emptied at the end of each day.
- f) Keep records of returned surveys on the Day Use Report forms provided.

2. Sampling procedures and preparation for sampling:

- a) You will receive a sampling schedule indicating on what days you will sample park users and at what times. It may look similar to this:

<u>Date</u>	<u>Survey Type</u>	<u>Time Period</u>	<u>Distribution No.</u>	<u>Sampling Site</u>
May 11	D	9-11 am	14	DU
May 25	C	4-7 pm	11	CG
June 5	D	3-5 pm	14	DU

*DU The day use sample site identified for your park on Table 2.

*CG Across all the open campground in your park.

Day User

This is only an example of a schedule, but it will help illustrate the procedures. Sampling times are in 2 hour blocks, starting at 9:00 a.m. and going until 7:00 p.m.

- b) Continuing with the example, when May 11 comes, with the materials provided, prepare 14 survey packets. Each packet will have the following items:
 - *1 day use questionnaire
 - *1 return envelope
 - *1 pen or pencil
 - *1 Michigan State Park brochure
 - *1 map of your park
- c) Provide the packets to the person that will be distributing the surveys that day at the appropriate time and make sure that this person understands the correct procedures for distributing the surveys!
- d) Be sure the drop boxes are placed in the right spots.
- e) At the start of the sampling time, begin distributing the survey packets. All 14 are to be delivered during this two hour period. If all 14 cannot be distributed during the prescribed time (because not enough vehicles entered the park), record the number distributed and the number not distributed on the Day Use Report Form. Do not reuse the questionnaires, but plan to reuse undamaged pens, envelopes, maps, etc.
- f) Some parks have 2 or more separate, busy day use areas with entrance gates. Only two day use areas have been selected for sampling in such parks. The particular gate to be sampled will be indicated on the sampling schedule (Table 2) you receive for your park.
- g) Selecting day users and cars: Day use surveys will be passed out at the entrance booths. The attendant will select one adult occupant (16 years or older) from each vehicle that enters the park between the beginning and end of the two hour sampling period. The visitor selected will be either the driver or non-driver of the vehicle and this will alternate from one vehicle to the next. Start with the driver, then alternate. The person selected should be personally handed the survey or specifically identified and asked to complete the questionnaire. Please note that when selecting a non-driver occupant, try to avoid routinely giving the survey to the same type of passenger, such as, the front seat passenger. Make an effort to disperse the non-driver selections throughout the vehicle.

What should you do if you're supposed to hand out a survey to a non-driver and a one person (only the driver) vehicle is entering the park? In these cases, pass up this vehicle until a vehicle with more than one adult comes through. Then continue to alternate surveys and recipients as before until all 14 are gone or the 2 hour interval expires.

Day User

If you have any questions or problems arise, please contact us immediately so that we can address the problem quickly.

- h) If you find it necessary to have two entry lanes open at a day use booth during a sampling period, split the 14 surveys to be handed out into 2 piles of 7 and distribute them to each lane according to the instructions.

Also, if you find it necessary to temporarily close the park (at capacity) just before or during a sampling period, stay open if at all possible to get the full sample of 14 surveys handed out. If the park is open and sampling then stay open until the surveys are out; if you close prior to a sample period, then begin to sample when the park reopens and stay open until all 14 surveys are out. Please be sure to record the openings, closings and other deviations from the prescribed procedures on the Day Use Report form for that sample period.

- i) When the questionnaires are passed out or the sampling time is over, complete the Day Use Report Form for that sampling period. Make sure to be thorough and record any unusual (out of routine) occurrences such as, park closure, or deviations from the prescribed survey procedures.
 - j) Send the completed and unused questionnaires from that sampling period and the Day Use Report Forms to MSU within one week of the sampling day.
3. Handing out Day Use Surveys: How to do it, what to say.

- a) Survey packets are to be given out to people in automobiles entering the day use area. Those judged to be 16 years or older can receive a questionnaire.
- b) Alternate between drivers and non-drivers as described above.
- c) The times and number to be given out have already been selected.
- d) When the sampling time arrives, stop all those entering as you usually do. Be sure to stop those with Annual Stickers as well.

Carry out your normal duties with those in the car (sale of daily sticker, etc.)

Then ask if they are camped in your park. If they are, let them enter the park without giving them a questionnaire because people camped at your park do not qualify for a day use survey at your park. However, all others, except anyone who says that they already received a survey, do qualify and should be given a questionnaire. Note any exceptions on the Report form. If they do qualify, take a moment to introduce the questionnaire and ask for their cooperation

Day User

in the study. Say something like: "We would like you to participate in a survey of our users while you are visiting the park. The study is being conducted by Michigan State University in cooperation with Michigan State Parks. Your participation is voluntary, but we are talking only to a few park users and so your participation is important--we hope that you will help us out. The purpose of the survey is to get the feelings and opinions of our users and this is a very good way to do this. If park users can tell us what they think about the parks, we can then do a better job of serving them in this park and parks across the state. The survey can be returned in the drop boxes located at the exits areas or by mail using the attached return envelope. We know the survey will take a few minutes of your time today and we want to thank you ahead of time. Here are a couple of maps to help you enjoy our state park. We really appreciate your help. Thank you."

- e) Pass the packet to the selected individual (driver, non-driver). Thank them and tell them about the drop boxes.
- f) After the sampling period is over, fill out the Day User Report Form promptly and thoroughly!

*PLEASE NOTE: We realize that there may be a period of several weeks between sampling days and that your gate attendants may have trouble remembering the correct procedures. Please see to it that they clearly understand the procedures before each sample day. It might also be a good idea to post a copy of the day use procedures in the entrance gate booth for easy reference.

- g) If you have any questions or problem, please let us know immediately. Thank you. For the month of May phone # 517-353-0646 on Tuesdays and Thursdays from 10-12am. After may phone #517-353-5190.

APPENDIX C

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APPENDIX C FIGURE 1

LIST OF STATE PARKS AND SAMPLING TYPES

Park Name	Park #	Sampling Type	Park Name	Park #	Sampling Type
Algonac	61	CD	Pinckney	75	CD
Aloha	26	C	Pontiac Lake	76	CD
Bald Mt.	62	D	Porcupine Mt.	9	CD
Baraga	1	C	Port Crescent	77	CD
Bay City	27	CD	Proud Lake	78	CD
Bewabic	16	C	Rifle River	52	CD
Brighton	63	CD	Rochester	79	D
Brimley	2	CD	Seven Lakes	94	D
Burt Lake	28	CD	Silver Lake	43	CD
Cheboygan	48	C	Sleeper	80	CD
Clear Lake	54	C	Sleepy Hollow	89	CD
Dodge # 4	64	D	S. Higgins Lk.	33	CD
Fayette	3	CD	Sterling	81	CD
Fort Custer	65	CD	Straits	10	CD
Fort Wilkins	4	CD	T. Falls	11	CD
Grand Haven	66	CD	Tawas Pt.	53	CD
Harrisville	31	C	Traverse	44	CD
Hartwick Pines	32	CD	Twin Lakes	15	CD
Hayes	67	CD	Van Buren	90	CD
Highland	68	D	Van Riper	12	CD
Hoeft	34	C	Warren Dunes	82	CD
Hoffmaster	86	CD	Waterloo	83	CD
Holland	69	CD	Wells	13	CD
Holly	70	CD	Wilderness	45	CD
Indian Lake	6	CD	Wilson	46	CD
Interlochen	35	CD	Yankee Springs	84	CD
Ionia	87	C	Young	47	CD
Island Lake	71	CD			
Lake Gogebic	5	C			
Lakeport	72	CD			
Ludington	36	CD			
McLain	7	CD			
Maybury	93	D			
Mears	37	CD			
Metamora Hadley	73	CD			
Mitchell	38	CD			
Muskallonge	8	C			
Muskegon	39	CD			
North Higgins	56	CD			
Onaway	40	CD			
Orchard Beach	41	C			
Ortonville	74	D			
Otsego Lake	42	CD			
Petoskey	59	CD			

CODE C = Camper Survey D = Day user Survey CD = Both

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FIGURE 2

SAMPLING DATES AND TIME PERIODS

GROUP 1 PARKS

<u>DATES</u>	<u>SURVEY TYPE</u>	<u>TIME PERIOD</u>	<u># HANDED OUT</u>	<u>SITE</u>
May 4	C	4-7 pm	11	CG
May 5	D	3-5 pm	14	DU
June 7	C	4-7 pm	11	CG
June 18	C	4-7 pm	11	CG
June 27	C,D	4-7, 5-7 pm	11, 14	CG, DU
June 29	C	4-7 pm	11	CG
July 1	D	9-11 am	14	DU
July 23	D	1-3 pm	14	DU
July 25	D	11-1 pm	14	DU
July 30	D	11-1 pm	14	DU
Aug. 3	D	5-7 pm	14	DU
Aug. 4	C	4-7 pm	11	CG
Aug. 6	C	4-7 pm	11	CG
Aug. 10	C,D	4-7, 11-1 pm	11, 14	CG, DU
Aug. 31	C,D	4-7, 11-1 pm	11, 14	CG, DU
Sept. 11	C	4-7 pm	11	CG
Sept. 14	D	9-11 am	14	DU

List of Parks in Group 1

Algonac	Burt Lake	Harrisville
Aloha	Cheboygan	Hartwick Pines
Bald Mt.	Clear Lake	Hayes
Baraga	Dodge # 4	Highland
Bay City	Fayette	Hoelt
Bewabic	Fort Custer	Hoffmaster
Brighton	Fort Wilkins	Holland
Brimley	Grand Haven	Holly

FIGURE 3

SAMPLING DATES AND TIME PERIODS

GROUP 2 PARKS

<u>DATES</u>	<u>SURVEY TYPE</u>	<u>TIME PERIOD</u>	<u># HANDED OUT</u>	<u>SITE</u>
May 5	D	5-7 pm	14	DU
May 10	C	4-7 pm	11	CG
June 1	C	4-7 pm	11	CG
June 2	D	5-7 pm	14	DU
June 9	D	5-7 pm	14	DU
June 12	C	4-7 pm	11	CG
June 15	D	9-11 am	14	DU
June 21	C	4-7 pm	11	CG
July 1	D	3-5 pm	14	DU
July 4	D	9-11 am	14	DU
July 7	C	4-7 am	11	CG
July 8	D	9-11 am	14	DU
July 9	D	5-7 pm	14	DU
Aug. 1	C	4-7 pm	11	CG
Aug. 8	C	4-7 pm	11	CG
Aug. 23	C	4-7 pm	11	CG
Aug. 25	C,D	4-7, 11-1pm	11, 14	CG, DU
Sept. 10	D	1-3 pm	14	DU
Sept. 21	C	4-7 pm	11	CG

List of Parks in Group 2

Indian Lake	Maybury	Ortonville
Interlochen	Mears	Otsego Lk.
Ionia	Metamora-Hadley	Petoskey
Island Lake	Mitchell	Pinckney
Lake Gogebic	Muskallonge Lake	Pontiac Lk.
Lakeport	N. Higgins Lake	Porcupine Mt.
Ludington	Onaway	Port Crescent
McLain	Orchard Beach	Muskegon

FIGURE 4

SAMPLING DATES AND TIME PERIODS

GROUP 3 PARKS

<u>DATES</u>	<u>SURVEY TYPE</u>	<u>TIME PERIOD</u>	<u># GIVEN OUT</u>	<u>SITE</u>
May 14	C	4-7 pm	11	CG
May 21	D	3-5 pm	14	DU
June 9	D	1-3 pm	14	DU
June 15	C	4-7 pm	11	CG
June 27	C	4-7 pm	11	CG
June 30	D	9-11 am	14	DU
July 5	C,D	4-7, 11-1 pm	11, 14	CG, DU
July 13	C	4-7 pm	11	CG
July 20	D	9-11 am	14	DU
July 26	C	4-7 pm	11	CG
July 28	C	4-7 pm	11	CG
Aug. 2	C	4-7 pm	11	CG
Aug. 3	D	11-1 pm	14	DU
Aug. 20	D	1-3 pm	14	DU
Aug. 23	D	3-5 pm	14	DU
Aug. 26	C	4-7 pm	11	CG
Aug. 30	D	9-11 am	14	DU
Sept. 22	C,D	4-7, 5-7 pm	11, 14	CG, DU

List of Parks in Group 3

Proud Lake	South Higgins Lake	Van Riper
Rifle River	Sterling	Warren Dunes
Rochester-Utica	Straits	Waterloo
Seven Lakes	Tahquamenon Falls	Wells
Silver Lake	Tawas Point	Wilderness
Sleeper	Traverse City	Wilson
Sleepy Hollow	Twin Lakes	Yankee Springs
Van Buren	Young	

FIGURE 5

RESPONSE RATE FOR CAMPERS BY DISTRICT

CAMPER

	<u># Delivered</u>	<u># Returned</u>	<u>Percent</u>
District 1	938	653	67
District 2	509	363	71
District 3	988	651	66
District 4	749	508	68
District 5	817	569	70
District 6	658	451	69
District 7	428	241	56
District 8	439	183	42
District 9	846	457	51
TOTAL	6,424	4,076	63

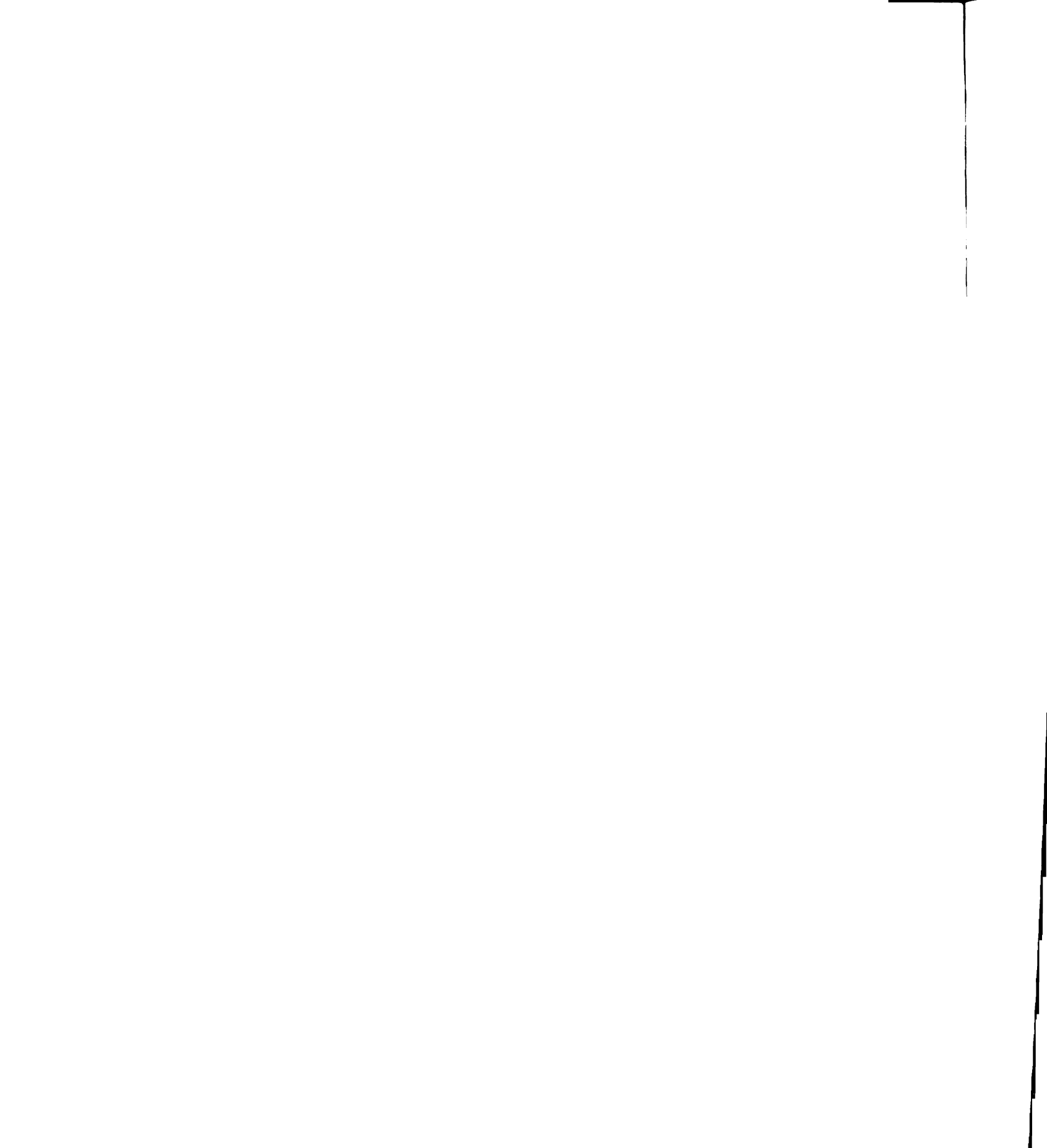


FIGURE 6

RESPONSE RATE FOR DAY USERS BY DISTRICTS

DAY USER

	<u># Delivered</u>	<u># Returned</u>	<u>Percent</u>
District 1	586	274	47
District 2	301	142	47
District 3	449	218	49
District 4	601	289	48
District 5	699	395	57
District 6	794	406	51
District 7	371	155	42
District 8	418	157	38
District 9	1,868	797	43
TOTAL	6,087	2,833	47

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