

Appendix A: Study Questionnaires - Campground

Programmer Notes

- Insert logo of campground if available

Province of Nova Scotia Accommodation Study Final Survey - Campground

The Nova Scotia Department of Tourism, Culture and Heritage, in partnership with the Tourism Industry of Nova Scotia, would like your assessment of your recent stay at **(Name of the Property Dynamically)**. This survey will take three minutes or less to complete. Your cooperation would be very much appreciated. Your privacy will be fully protected by Nova Scotia's Freedom of Information and Protection of Privacy Act. Any personal information collected during this survey will not be used for any other purpose. Any comments you make about a property will only be accessible by that particular property and your confidentiality will be respected and any information gathered from this survey will only be used by individual property operators to improve their own operations.

Note: Programming notes appear ABOVE the question to which they are referring

Programmer Notes

- All questions are mandatory unless otherwise stated

Programmer Notes

- Allow one response only in Q#1

1. **How satisfied were you with your overall experience while staying at this campground?
Were you:**

- Completely satisfied
- Mostly satisfied
- Neither satisfied nor dissatisfied
- Mostly dissatisfied
- Completely dissatisfied

Programmer Notes

- Ask Q#2 only if mostly or completely dissatisfied in Q#1 otherwise skip to Q#3

2. **Please indicate the main reason for your dissatisfaction and be as specific as possible.**

Comments:

Programmer Notes

- Allow only one response to each item in Q#3

3. **In general, how important were each of the following factors in your choice of this particular campground?**

	<u>Critically Important</u>	<u>Important, but not critical</u>	<u>Not Important</u>
a. Cost of site	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
b. Natural setting of campground	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

- c. Availability of bathroom/shower facilities
- d. Availability of laundry facilities
- e. Ability to make a reservation
- f. Availability of recreational facilities (Swimming pool, horseshoe pit)
- g. Size of site
- h. Privacy of site
- i. Cleanliness of campground facilities
- j. Location of campground
- k. Hook ups on campsite (electrical, water, sewer)
- l. Activities for children
- m. Availability of food services (convenience store restaurant)
- n. Separate areas for tents and RVs
- o. Availability of campsite equipment (fire pit, picnic table)

Programmer Notes

- Allow only one response to each item in Q#4

4. And how satisfied were you with each of these factors in relation to this particular campground?

	<u>Completely Satisfied</u>	<u>Mostly Satisfied</u>	<u>Neither satisfied nor dissatisfied</u>	<u>Mostly Dissatisfied</u>	<u>Completely Dissatisfied</u>	<u>Not Applicable</u>
a. Cost of site	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
b. Natural setting of campground	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
c. Availability of bathroom/shower facilities	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
d. Availability of laundry facilities	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
e. Ability to make a reservation	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
f. Availability of recreational facilities (Swimming pool, horseshoe pit)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
g. Size of site	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
h. Privacy of site	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
i. Cleanliness of campground facilities	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
j. Location of campground	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
k. Hook ups on camp site (electrical, water, sewer)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
l. Activities for children	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
m. Availability of food services (convenience store, restaurant)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
n. Separate areas for tents and RVs	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
o. Availability of campsite equipment (Fire pit, picnic table)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

5. How satisfied were you with the quality of service provided at check in? Were you completely satisfied, mostly satisfied, neither satisfied nor dissatisfied, mostly dissatisfied, or completely dissatisfied with the quality of service received at check in?

- Completely satisfied
- Mostly satisfied
- Neither satisfied nor dissatisfied
- Mostly dissatisfied
- Completely dissatisfied

Programmer Notes

- Allow one response only to each item in Q#6

6. **Now thinking about the staff at the campground, how satisfied were you with each of the following factors?**

	<u>Completely Satisfied</u>	<u>Mostly Satisfied</u>	<u>Neither satisfied nor dissatisfied</u>	<u>Mostly Dissatisfied</u>	<u>Completely Dissatisfied</u>
a. Availability of staff	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
b. Friendliness	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
c. Professionalism	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
d. Hours of operation of office	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Programmer Notes

- Allow one response only in Q#7

7. **Did this particular campground have restaurant on site?**

- Yes No

Programmer Notes

- Ask Q#8 only if "YES" in Q#7 otherwise skip to Q#11

8. **And did you eat at the restaurant?**

- Yes No

Programmer Notes

- Ask Q#9 and Q#10 only if 'YES' in Q#8, otherwise skip to Q#11

9. **How satisfied were you overall with the quality of the restaurant at the campground?**

- Completely satisfied
- Mostly satisfied
- Neither satisfied nor dissatisfied
- Mostly dissatisfied
- Completely dissatisfied

10. **How would you rate each of the following aspects of the restaurant?**

	<u>Very Good</u>	<u>Good</u>	<u>Only Fair</u>	<u>Poor</u>	<u>Very Poor</u>
a. Quality of service	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
b. Quality of food	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
c. Food selection	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
d. Speed of service	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
e. Cleanliness of facility	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Programmer Notes

- Allow one response only in Q#11

11. **Thinking about your entire experience, would you say that your visit to this campground, exceeded, met or did not meet your expectations?**

- Exceeded expectations Met expectations Did not meet expectations

Programmer Notes

- Ask Q#12 only if 'Did not meet expectations' in Q#11, otherwise skip to Q#13

12. **In what way(s) were your expectations not met by this campground?**

Comments:

Programmer Notes

- Allow one response only in Q#13

13. **Relative to the cost of the campsite, would you rate the value of your stay at this campground as being:**

- Very good value Good value Only fair value Poor value Very poor value

Programmer Notes

- Allow one response only in Q#14

14. **How likely would you be to recommend this campground to others? Would you definitely, probably, probably not, or definitely not recommend this campground?**

- Definitely Probably Probably not Definitely not

Programmer Notes

- Allow one response only in Q#15

15. **If you were visiting this area again in the near future, how likely would you be to stay at this campground? Would you definitely, probably, probably not, or definitely not stay at this campground?**

- Definitely Probably Probably not Definitely not

Programmer Notes

- Allow multiple response Q#16 (record first and second mention)

- Insert Campground name for "XXXX promotional materials"

16. **How did you become aware of this particular campground?**

- Referral by others

- Campground's website
- Travel agent
- Visitor information service
- Doers & Dreamers Guide
- Province of Nova Scotia website
- (Name of Campground)**'s promotional materials
- Stayed here previously
- Travel website
- Other (Specify: _____)

Programmer Notes

- Allow one response only in Q#17

17. **Were you able to get the information you needed from the campground in advance of your stay?**

- Yes
- No
- Not applicable

Now, a few final questions about you and your household to help classify the information you have provided. Responses will remain anonymous and combined with those of other survey participants.

Programmer Notes

- Allow one response only in Q#18

18. **Which of the following best describes your travel party on this particular trip? Were you...**

- Alone
- With your family
- With a spouse or partner
- With a friend(s)
- Other (Specify: _____)

Programmer Notes

- Allow one response only in Q#19

19. **Where do you live?**

- Canada
- US
- Europe
- South America
- Asia
- United Kingdom
- Other (Specify: _____)

Programmer Notes

- If 'Europe' in Q#19 ASK Q#19a otherwise skip go to Q#20

19a. **In what European country do you reside?**

Programmer Notes

- Ask Q#20 only if Canada or US in Q#19

20. **What is your postal code or zip code?**

Programmer Notes

- Allow one response only in Q#21

21. **In which of the following age categories do you fall?**

- Less than 20 years old
- Between 20 and 34 years old
- Between 35 and 54 years old
- 55 years old or more

22. **And to finish up, do you have final comments about your recent stay at this particular campground?**

Comments:

The Province of Nova Scotia would like to thank you for helping us improve the travel experiences of visitors to Nova Scotia.