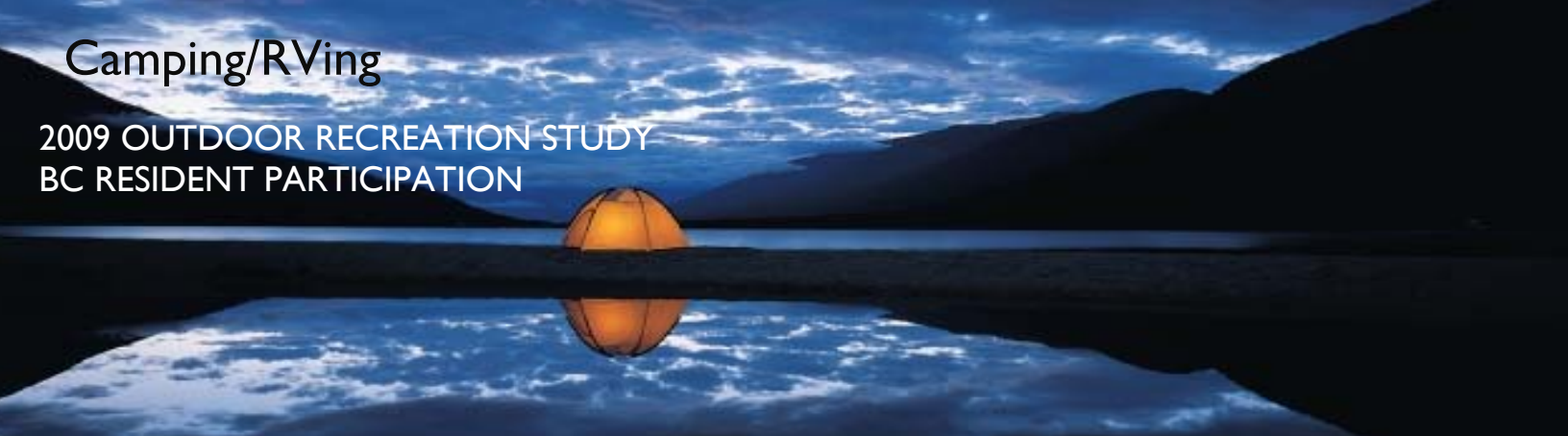


Camping/RVing

2009 OUTDOOR RECREATION STUDY BC RESIDENT PARTICIPATION



Overview

The Outdoor Recreation Study was conducted to better understand BC residents' outdoor activity choices and preferences. Outdoor recreation is defined as outdoor activities that take place in a natural setting, as opposed to a cultivated or highly managed landscape. The study consisted of two phases. The first phase was a telephone survey; results are weighted to be representative of all BC residents over the age of 18. Phase two, a follow-up survey completed by either mail or email, included BC residents who participated in outdoor recreation and agreed to participate in the follow-up survey. Results in this section compare to all follow-up respondents (total). This is a profile of BC residents who participated in vehicle access camping in a tent, vehicle access camping in an RV or motorhome, or non-vehicle access camping in a tent, cabin or hut in British Columbia in a twelve-month period (corresponding to approximately October 2008 to September 2009).

Phase I: Telephone results

Incidence of activity

Over nine in ten (91%) British Columbia residents (over the age of 18) participated in at least one outdoor recreation activity during a twelve-month period. Almost three in ten (29%) of British Columbia residents participated in vehicle access camping in a tent, one-fifth (20%) participated in vehicle access camping in an RV or motorhome, and a tenth (14%) participated in non-vehicle access camping during a twelve-month period.

Participation levels in camping and RVing varied throughout the province. Two-fifths (42%) of Kootenay Rockies residents participated in vehicle access camping in a tent compared to just over a quarter (28%) of Vancouver, Coast and Mountain residents. Similarly, almost two-fifths (38%) of Northern BC residents participated in vehicle access camping in an RV or motorhome, compared to one-sixth (16%) of Vancouver, Coast and Mountains residents. Almost a quarter (24%) of Northern BC residents participated in non-vehicle access camping in a tent, cabin or hut.

	All BC residents	Cariboo Chilcotin Coast	Kootenay Rockies	Northern BC	Thompson Okanagan	Vancouver, Coast & Mountains	Vancouver Island
Vehicle access camping in a tent	29%	34%	42%	33%	31%	28%	30%
Vehicle access camping in an RV or motorhome	20%	30%	29%	38%	28%	16%	21%
Non-vehicle access camping in a tent, cabin or hut	14%	17%	15%	24%	14%	12%	15%

Three-fifths (62%) of BC residents who participated in non-vehicle access camping in a tent, cabin or hut also participated in vehicle access camping in a tent during the same twelve-month period. By contrast, just over a quarter (29%) of BC residents who participated in vehicle access camping in a tent also participated in non-vehicle access camping in a tent, cabin or hut. Just under a third (31%) of BC residents who participated in vehicle access camping in an RV or motorhome also participated in vehicle access camping in a tent.

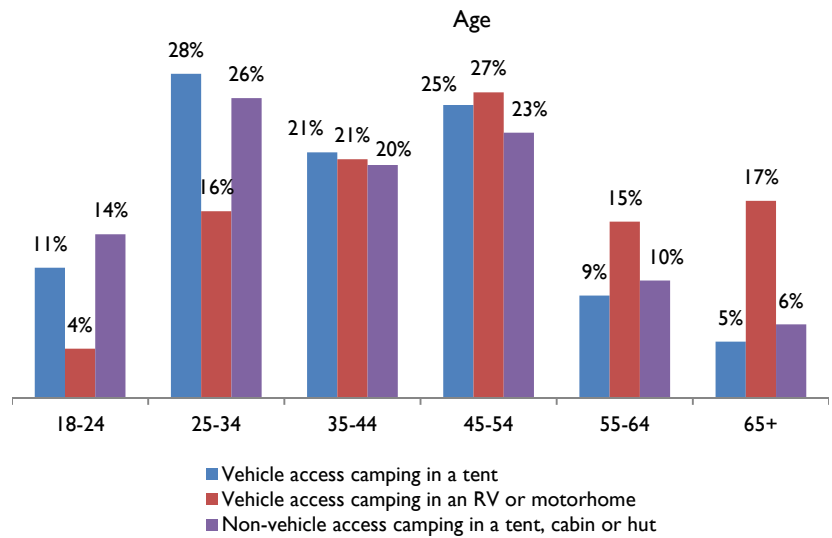
Participation in other camping or RVing

	Vehicle access camping in tent	Vehicle access camping in RV/ motorhome	Non-vehicle access in tent/ cabin/ hut
Vehicle access camping in a tent	100%	21%	29%
Vehicle access camping in an RV or motorhome	31%	100%	19%
Non-vehicle access camping in a tent, cabin or hut	62%	27%	100%

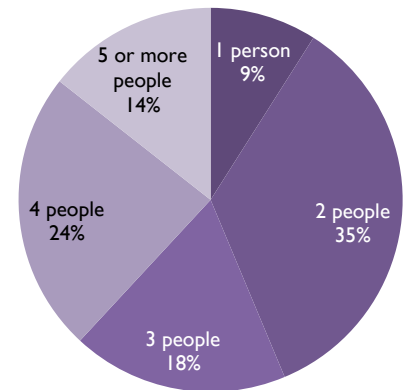
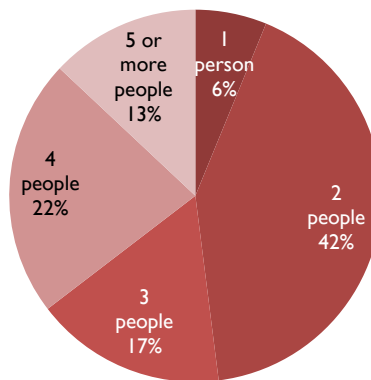
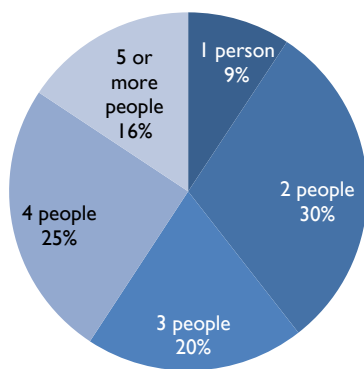
Characteristics

Two-fifths of BC residents who participated in vehicle access camping in a tent (39%) or non-vehicle access camping in a tent, cabin or hut (40%) are under the age of 34. Almost a third (32%) of BC residents who participated in vehicle access camping in an RV or motorhome are over the age of 55.

Participation in vehicle access camping was relatively equal among both genders (52% of vehicle access camping in a tent are male; 54% of vehicle access camping in an RV or motorhome are male). Almost three-fifths (57%) of BC residents who participated in non-vehicle access camping in a tent, cabin or hut are male.



Household composition



Legend for Household Composition:
 ■ Vehicle access camping in a tent
 ■ Vehicle access camping in an RV or motorhome
 ■ Non-vehicle access camping in a tent, cabin or hut

Around half (61% vehicle access camping in a tent; 52% vehicle access camping in an RV or motorhome; 56% non-vehicle access camping in a tent, cabin or hut) of BC residents who participated in camping or RVing have three or more people living in their household (average 3.2 people in household for vehicle access camping in a tent; average 3.0 people in household for vehicle access camping in an RV or motorhome; 3.1 people in household in non-vehicle access camping in a tent, cabin or hut).

About half have a child under the age of 18 living in their household (50% vehicle access camping in a tent; 43% vehicle access camping in an RV or motorhome; 45% non-vehicle access camping in a tent, cabin or hut).

Household Income

Household Income	Vehicle access camping in tent	Vehicle access camping in RV/ motorhome	Non-vehicle access in tent/ cabin/ hut
Less than \$25,000	8%	5%	8%
\$25,000 to \$49,999	21%	20%	21%
\$50,000 to \$64,999	17%	18%	17%
\$65,000 to \$99,999	27%	29%	24%
\$100,000 to \$149,999	20%	21%	23%
\$150,000 or more	7%	7%	8%

Over a quarter of BC residents who participated in camping and RVing had a household income of \$100,000 or more (27% vehicle access camping in a tent; 28% vehicle access camping in an RV or motorhome; 31% non-vehicle access camping in a tent, cabin or hut). Please note that, on average, 18% of respondents, preferred to not answer this question and were not included in proportions.

Education	Vehicle access camping in tent	Vehicle access camping in RV/ motorhome	Non-vehicle access in tent/ cabin/ hut
Some high school	2%	4%	3%
High school	21%	26%	19%
Vocational or trade school equivalent	9%	12%	7%
Some college or university	20%	18%	20%
College or university graduate	31%	26%	34%
Some graduate work	3%	2%	3%
Completed graduate degree	13%	10%	13%
Other	1%	2%	1%

Over a third of BC residents who participated in camping or RVing had at least a college or university degree (47% vehicle access camping in a tent; 38% vehicle access camping in an RV or motorhome; 50% non-vehicle access camping in a tent, cabin or hut). By contrast, one-fifth had an education level of high school or less (24% vehicle access camping in a tent; 31% vehicle access camping in an RV or motorhome; 22% non-vehicle access camping in a tent, cabin or hut).

Other activities

The top three other most popular outdoor recreation activities of British Columbia residents who participated in camping and RVing in a twelve-month period were day hiking trips, swimming in a lake or river, and beach activities at a lake or river.

Over half of BC residents who participated in vehicle access camping in a tent also participated in road biking or cycling (57%) and oceanside beach activities (55%).

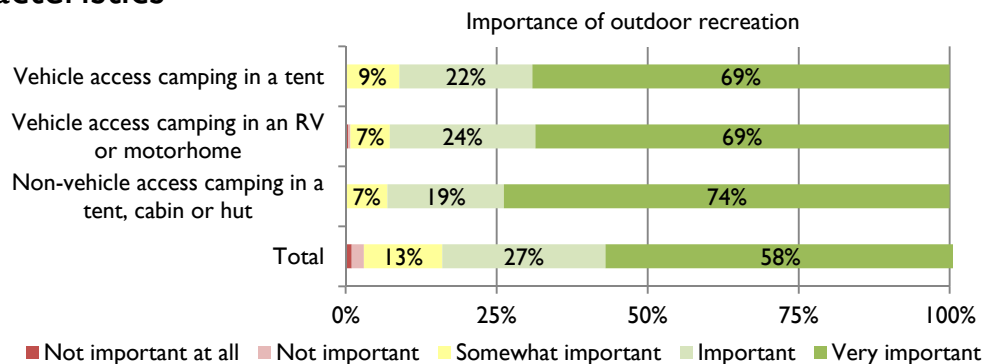
Over half of BC residents who participated in non-vehicle access camping in a tent, cabin or hut also participated in road biking or cycling (60%), oceanside beach activities (59%), and nature viewing or scenic photography.

	Vehicle access camping in tent	Vehicle access camping in RV/ motorhome	Non-vehicle access in tent/ cabin/ hut
Hiking (day trip)	75%	63%	75%
Swimming in a lake or river	73%	68%	73%
Beach activities, including picnicking, at a lake or river	70%	70%	71%
Road biking or cycling	57%	47%	60%
Oceanside beach activities, including picnicking	55%	43%	59%
Nature viewing (does not include bird, whale or bear watching) or scenic photography	47%	49%	55%
Freshwater fishing	42%	46%	44%
Swimming in the ocean	36%	26%	39%
Mountain biking on trails with no lift access	34%	25%	38%
Motorized boating on a lake or river	32%	41%	34%
Bird watching	32%	33%	36%
Downhill skiing/snowboarding with lift access	30%	21%	34%
Canoeing on a lake or river	28%	22%	35%
Bear watching	23%	28%	33%

Phase 2: Follow-up results

Outdoor recreation characteristics

The majority of BC residents who participated in camping and RVing considered outdoor recreation activities to be important (by providing an importance rating of “very important” or “important”).



BC residents who participated in camping and RVing regularly participate in outdoor recreation. Over three-quarters (78%) of BC residents who participated in non-vehicle access camping in a tent, cabin or hut reported participating in outdoor recreation at least once a week, compared to seven-tenths (72%) of those who participated in vehicle access camping in a tent and over three-fifths (61%) of those who participated in vehicle access camping in an RV or motorhome.

Frequency of outdoor recreation activities

	Vehicle access camping in tent	Vehicle access camping in RV/ motorhome	Non-vehicle access in tent/ cabin/ hut	Total
Daily	26%	25%	30%	25%
Once a week	46%	37%	48%	39%
Once a month	15%	14%	11%	15%
Once every several months	4%	6%	4%	6%
Several times a year	9%	19%	6%	12%
Once a year	0%	0%	1%	2%

BC residents were asked, “Overall, who do you most like to do outdoor recreation activities with?” Over half of BC residents who participated in camping or RVing indicated they prefer doing outdoor recreation activities with immediate family members, followed by friends.

Preferred company

	Vehicle access camping in tent	Vehicle access camping in RV/ motorhome	Non-vehicle access in tent/ cabin/ hut	Total
Alone (yourself)	5%	4%	6%	8%
Immediate family (spouse or children)	60%	63%	52%	55%
Extended family (parents, brothers and sisters, cousins)	7%	13%	9%	8%
Friends	20%	14%	26%	21%
With a club or special interest group	3%	3%	3%	3%
Other	6%	3%	3%	4%

Over a third of BC residents who participated in camping and RVing indicated they sometimes (about half the time) travel outside their community to participate in outdoor recreation activities (34% vehicle access camping in a tent; 40% vehicle access camping in an RV or motorhome; 38% non-vehicle access camping in a tent, cabin or hut).

Frequency of travel outside of community to participate in outdoor recreation activities

	Vehicle access camping in tent	Vehicle access camping in RV/ motorhome	Non-vehicle access in tent/ cabin/ hut	Total
Never - I always do outdoor recreation activities in my community	3%	2%	2%	8%
Occasionally (less than half the time)	48%	34%	40%	48%
Sometimes (about half the time)	34%	40%	38%	28%
Most of the time (more than half the time)	14%	21%	19%	14%
Always	1%	3%	1%	2%
Don't know	0%	0%	0%	1%

Motivations for participating in favourite activity¹

BC residents were asked to provide a level of importance to various motivations for participating in their favourite activity. The top motivators for favourite outdoor recreation activity for BC residents who participated in camping and RVing were “to spend quality time with family and friends,” “to rest, relax and recuperate,” “to be closer to/experience the natural environment,” and “to escape daily routine.”

	Vehicle access camping in tent	Vehicle access camping in RV/ motorhome	Non-vehicle access in tent/ cabin/ hut	Total
To spend quality time with family and friends	92%	91%	86%	85%
To be closer to/experience the natural environment	86%	85%	85%	83%
To keep fit and healthy	85%	82%	88%	84%
To escape daily routine	84%	86%	83%	78%
To rest, relax and recuperate	84%	88%	83%	83%
To get away from crowded situations	79%	81%	80%	74%
To experience challenge and excitement	70%	71%	83%	66%
To learn new things	67%	69%	69%	63%
To achieve spiritual fulfilment	45%	49%	48%	45%

¹% of respondents rating factors “very important” or “important”

BC residents were asked which information sources they were most likely to consider for a new activity or a new destination for an activity. Similar to other BC residents, those who went camping or RVing indicated they were most likely to consider past experience, take advice from friends/relatives, and use a BC Parks map. BC residents who went camping and RVing were also more likely than other BC outdoor enthusiasts to use the *Backroads Mapbook* as an information source. BC residents who participated in vehicle access camping in an RV or motorhome were also more likely to use the Recreation Sites and Trails BC brochure as an information source.

Information sources

	Vehicle access camping in tent	Vehicle access camping in RV/ motorhome	Non-vehicle access in tent/ cabin/ hut	Total
Past experience/been there before	87%	85%	83%	82%
Advice from friends/relatives	87%	84%	86%	84%
BC Parks Map	59%	55%	58%	50%
Internet - www.bcparks.ca	49%	39%	50%	41%
Backroads Mapbook	47%	47%	52%	35%
Visitor Centres	40%	43%	35%	39%
Visitor guides and brochures	34%	46%	35%	39%
Internet - Tourism websites	28%	30%	30%	30%
BC Recreation Sites and Trails Brochure	28%	39%	31%	29%
Advertising	21%	24%	15%	22%
Media coverage	20%	24%	20%	23%
Internet - www.HelloBC.com	18%	17%	18%	16%
Global Positioning System (GPS)	16%	17%	22%	14%
Internet - An activity-based website	15%	15%	18%	12%
Internet - www.sitesandtrailsbc.com	13%	14%	18%	15%
Internet - Other internet sites	13%	16%	21%	13%
Internet - Travellers' commentary sites	12%	14%	17%	11%
Travel agents, airlines, auto associations, tour operators, other	6%	8%	8%	9%
1-800-HelloBC	3%	3%	3%	4%
Other	6%	7%	10%	8%

For more information, please contact:

Destination British Columbia
 Research, Planning & Evaluation
 Email: tourismresearch@gov.bc.ca
 Phone: 1.877.877.8811

Website: www.DestinationBC.ca/research.aspx

Outdoor Recreation Study 2009/2010 can be found [here](#).

Want more information?

Please email “subscribe” to tourismresearch@gov.bc.ca and receive research alerts.

© 2013 – Destination BC Corp. – All rights reserved.
 “DESTINATION BRITISH COLUMBIA”
 is an Official Mark of Destination BC Corp.