A SOCIO-ECONOMIC STUDY OF SELECTED NEWFOUNDLAND PROVINCIAL CAMPING PARKS

E. W. JAMIESON

A Socio-Economic Study of Selected Newfoundland Provincial Camping Parks

Abstract

Because of the increasing demands being made on the Newfoundland Provincial Park System and a lack of data concerning the social and economic characteristics of those using these parks, the writer determined that a study of selected provincial camping parks would help to fill some gaps in the basic data base in the sphere of outdoor recreation in Newfoundland.

Data was gathered from the records of the Newfoundland Provincial Parks Service and by means of a mail questionnaire survey. The sample of eleven hundred parties provided the basis for all of the social data contained in this and much of the economic data.

The thesis commences with a brief demographic and economic history of Newfoundland and is followed by an historical account of the development of provincial parks in the province. The policy formulation and planning functions of the Provincial Parks Service are also briefly discussed.

A survey of the pertinent literature in the field of outdoor recreation was done and it was obvious that there was little or no agreement among the various authorities on the means necessary to ascertain the economic costs and benefits of outdoor recreation.

Using a modified version of the Clawson method, this writer attempted to determine such social characteristics as origin,

size of party, age, education, income, reason for visit, mode of travel, and length of stay.

The economic data was of two types, that concerning the operational and maintenance costs of the parks and that dealing with the expenditures of the sample in their home community before the excursion, on the way to the parks, while at the parks, on the way home from the parks, and in their home community after the trip. These figures were then projected to include the entire universe of campers in 1970 using Newfoundland parks in an attempt to determine overall expenditure.

The basic conclusion arrived at was that although the spending by campers does make a contribution to the economy of the province, it is a small one.

A SOCIO-ECONOMIC STUDY OF SELECTED NEWFOUNDLAND PROVINCIAL CAMPING PARKS

by

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E. W. Jamieson

CHAPTER I

Introduction

Introduction

Because of an increasingly comprehensive communications network, more leisure time and a higher standard of living, the ever-growing population of North America is participating in all forms of outdoor recreational activity in greater numbers each year. Provincial, state and national parks throughout the continent have recorded tremendous growth in the number of visitors over the past twenty years and the Newfoundland Provincial Park system is no exception. Since the system came into existence, approximately fifteen years ago, there has been a continuous upswing in the number of visitors who pass through the gates of these parks annually. Thus, as a result of the ever-increasing use of Newfoundland Provincial Parks, the writer decided that a study of the rising utilization of these parks and the effects of this usage on the provincial economy could be useful in determining future trends in the province.

Investigation

Several problems will be investigated in this thesis. First, the social characteristics of the campers using selected provincial camping parks will be determined. Such factors as age, sex, educational attainment and size and composition of the camping party will be used as criteria. As well, an attempt to identify these campers as to origin, income and mode of travel will be made. For purposes of comparison, the sample has been

grouped according to origin, i.e. Newfoundland, mainland Canada and the United States.

The cost and development and maintenance of the selected parks will be ascertained so as to be able to make a comparison between these costs and the amount of income the parks generate. As well, the contribution of the selected provincial camping parks to the economy of the Province as a whole will be shown. As will be demonstrated later in the thesis, this contribution is much more substantial than the mere collection of fees because of the many other costs involved in a camping trip. The calculation of this contribution will include not only the infusion of capital for the construction and maintenance of the selected parks but spending by the campers using these parks as well.

Justification

There are various factors which serve as justification for this particular study. The most obvious of these is the fact that so very little is known about the kinds of people who use the Newfoundland provincial camping parks and the amounts of money spent by these people for their camping trips. Also, little planning has been done by the Newfoundland Provincial Parks Service using data of this type, simply because such data has not been readily available. As well, there exists the possibility that studies of this nature done in other areas may not be applicable to the Newfoundland situation because this province is separated from mainland Canada and also because of

the distinctive distribution of Newfoundland's population along its coastline.

The conclusions to be drawn from this thesis could assist the Provincial Parks Service in future planning for the location, size and facilities of provincial parks. More comprehensive planning is necessary if the Parks Service is to obtain a sufficient allocation of funds to properly develop new parks and improve existing ones. This planning would also assure that there would be a fair division of the allocated funds within the system. Finally, I believe this study is justified because it demonstrates that the provincial parks are agents whereby new money is contributed to the province's economy and that they also help in the distribution of wealth more evenly throughout Newfoundland. Thus, it would appear that government would be justified in increasing its investment in Provincial Parks development.

There are two main sources of data used in this thesis. The Newfoundland Provincial Parks Service supplied all of the information dealing with the costs of construction and maintenance of the parks, in addition to the data concerning the history of visitor use. As well, they explained their plans for future park development in the province. The Parks Service was also most co-operative in permitting me to use its camping permits list to obtain names and addresses for a mail questionnaire.

This questionnaire was the other main source of information for this study. Thirty-eight hundred questionnaires were mailed to campers who used one or more of the twenty-five selected

camping parks during the summer of 1970. Of these, approximately eleven hundred or 29% were returned. The answers to these questionnaires were coded, key punched and made ready for computerization. Computer programs were then devised to read these results according to the various criteria built into the programs. The results were analyzed and incorporated into this study.

The thesis is arranged in the following manner. The remainder of this introductory chapter is devoted to a short description of Newfoundland's demographic and economic history and an historical survey of the development of the Provincial Parks Service. Chapter two contains an analysis of the current pertinent literature in the field of outdoor recreation and also a detailed account of the methodology used in the preparation of the thesis.

Chapter three is a presentation and analysis of the "social" data collected by means of the mail questionnaire, grouped according to point of origin. Such data as size of party, age grouping, sex, educational attainment, income, origin, mode of travel, reasons for trips, parks visited and length of stay will be examined.

Chapter four is concerned with "economic" data obtained from the Provincial Parks Service and the mail questionnaire. Factors such as capital and operational expenditure, income from the sale of permits, monies spent by the sample in their home communities before and after the trip, on the way to and from the parks and while staying at the parks will be the subjects of analysis.

The final chapter contains a summary, conclusions and recommendations.

Brief Demographic and Economic History

After the Island's discovery in the late fifteenth century, the dispersed settlement pattern of the province's population began almost immediately. This pattern developed because of the disposition of fishing stocks and other resources around the Island as well as a law which forbade the establishment of permanent settlements. It was 1832 before this law was recinded but by then the dispersed settlement pattern was so well entrenched that the repeal of this law made little difference to the established trend. By this time the established settlements were scattered along the province's coastline with very little in the way of habitation in the interior of the province.

This condition reached its zenith in the 1900-1930 era when there were over 1300 communities spread around the perimeter of Newfoundland. This arrangement was to be of immense value to the Provincial Parks Service years later because the Parks Division was able to acquire choice sites for parks without the necessity of land acquisition costs because most of the land on which the parks are situated belonged to the Crown.

The population of Newfoundland has shown a slow but steady increase over the years. In 1836, the year of the first comprehensive census, the population totalled 75,000. By the year of the 1966 census, the population had climbed to 493,396.

Population by Age Group and Sex (000's)

Year	Sex	0-14	15-19	20-24	25-64	65-69	70+	%20-64	Actual	Medium	High	Low
	M	71.9	15.4	13.4	72.5	4.8	7.3		185.1			
1951	F	69.5	15.0	13.3	66.9	4.3	7.1		176.3	N.A.	N.A.	N.A.
	T	141.4	30.4	26.7	139.4	9.1	14.4	45.95	361.4			
	M	85.2	17.9	15.7	82.6	4.6	8.0		213.9			
1956	F	83.7	17.8	14.3	73.1	4.3	7.9		201.2	N.A.	N.A.	N.A.
	T	168.9	35.7	30.0	155.7	8.9	15.9	44.73	415.1			
	M	97.3	21.9	15.3	86.9	4.9	8.7		234.9			
1961	F	94.3	21.9	14.9	78.4	4.8	8.5		223.0	N.A.	N.A.	N.A.
	T	191.6	43.8	30.2	165.3	9.7	17.2	42.69	457.9			
	M	102.8	29.9	21.3	90.8	5.1	9.3			259.2	260.6	257.5
1966	F	99.1	28.8	21.1	82.8	5.1	9.5		N.A.	246.4	247.8	244.8
	T	201.9	58.7	42.4	173.6	10.2	18.8	42.72		505.6	508.4	502.3
	M	106.2	34.0	28.6	97.2	5.6	9.6			281.2	284.7	277.9
1971	F	102.7	32.6	28.1	89.5	5.6	10.4		N.A.	268.9	272.0	265.6
	T	208.9	66.6	56.7	186.7	11.2	20.0	44.24		550.1	556.7	543.5
	M	122.8	37.3	36.2	117.6	7.2	10.3			331.4	339.1	323.9
1981	F	118.5	35.9	35.5	108.9	7.7	12.5		N.A.	319.0	326.5	311.4
	T	241.3	73.2	71.7	226.5	14.9	22.8	45.84		650.0	665.6	635.3
	M	149.5	44.8	38.7	139.9	8.5	10.9			392.3	405.0	379.6
1991	F	143.7	43.0	37.8	128.7	9.6	15.4		N.A.	378.2	390.9	365.4
	T	293.2	87.8	76.5	268.6	18.1	26.3	44.79		770.5	795.9	745.0

SOURCE: ADB "Recent Trends", p. 106.

Fig. 1-1

Estimates made by the ADB show a steady increase in the province's population over the next twenty-five years, with 770,000 residents by 1991. (Fig. 1-1) Starting with the 1951 census, it can be seen that an average of 44.4% of the total population of Newfoundland falls within the 20-64 year age bracket, this being the group most likely to indulge in some form of outdoor recreational activity.

Most of the censuses have shown the population of Newfoundland to be mainly rural, and not until very recently has the urban-based population outstripped that of the rural areas. In 1961 the population was evenly divided between the rural and urban segments, but by 1966, the urban population comprised 54% of the total. (Fig. 1-2) Like the situation in most other areas of North America, this trend toward greater urbanization will undoubtedly continue for many years to come. This will result in an even greater demand by those living in urban regions in Newfoundland and mainland North America for more outdoor recreation areas, especially parks.

Definition of Urban and Rural

Urban

1. an incorporated municipality of 1000 and over and having the legal status of city, town or village.
2. unincorporated places of 1000 population and over, having a density of at least 1000 persons per square mile.
3. The urbanized fringe of one or two above if it has a population of at least 1000 and a population density of 1000 persons per square mile.

Rural - All other areas

Source - Statistics Canada

Population of Newfoundland

year	population
1836	75,094
1874	161,374
1901	220,984
1935	289,588
1951	361,416
1961	457,853
1966	493,396
1971[x]	524,000

[x] estimate

URBAN / RURAL DISTRIBUTION

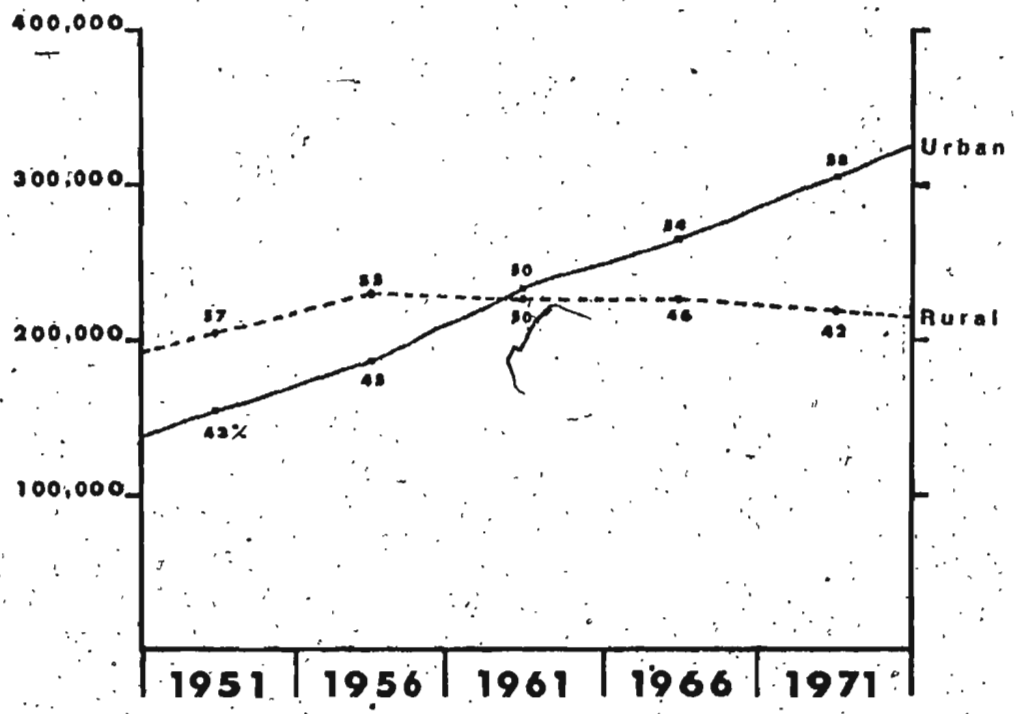

Fig. 1-2

As greater urbanization occurs, there will be more diversification in the composition of the labour market. Traditionally, most of Newfoundland's labour force was engaged in the fishery, working long hours for little or no money. Other Newfoundlanders found employment for a few months of the year as loggers, while still others worked in a few small mines scattered throughout the province. Today, however, Newfoundlanders are employed in many fields, even though this province's unemployment rate is still the highest in Canada.

As of January 1971, the average weekly wage of those categories reporting to the provincial Department of Labour was $127.11, for an average work week of 44.7 hours. This appears to be quite a reasonable picture but it should be borne in mind that this does not represent the true situation. Many categories of labour were not reported, among them fishermen of whom there are still quite a number in the labour force, and if these categories were included in the total, the average weekly income would be much lower.

The tourism plant, of which Provincial Parks is a part, can be disigned so as to help alleviate some of Newfoundland's economic and social problems. This plant has the capability of being a vehicle by which wealth is redistributed throughout the province and new monies are attracted from outside sources. As well, the tourism plant provides the means whereby both residents and non-residents can relax and remove themselves from the social pressures of everyday life.

Historical Development

The provincial parks were established and are administered under the authority of the Provincial Parks Act, Number 35, Chapter 49, Revised Statutes of Newfoundland, 1952 and the amended Act 35 of 1954. The responsibility for them was given to the Forestry Division of the Department of Mines and Resources. In 1954, there were 120 picnic tables set up on the Bonavista, Burin and Avalon peninsulas. In the same year, the first provincial park was proclaimed. This was the Sir Richard Squires Memorial Park, situated in the vicinity of the Big Falls on the Humber River and was the result of the transfer of 3800 acres of land to the Provincial Government by Bowaters Pulp and Paper Mills Ltd. A forewarning of the popularity of future provincial parks was stated concerning Squires Memorial Park in the year after its opening. "During the summer season of 1955, some hundreds of people visited the area each week. During weekends the facilities were inadequate to take care of the numerous visitors."[1] In 1955 there were also 169 picnic tables situated throughout the eastern region of the province. Between 1957 and 1962 the affairs of provincial parks were handled by a staff of two working within the Crown Lands Division of the Department of Mines, Agriculture and Resources. In 1957, the popularity of the meager outdoor recreational facilities, i.e., picnic sites, was commented upon once again. "Careful observation of the picnic sites were made and judging from the large numbers of people using the sites and from the numerous comments received, it is apparent that

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[1] Newfoundland Government, Department of Mines, Agriculture and Resources. Annual Report - 1956. 64.

the service is greatly appreciated by the public in general."[2] In the same year, a land classification survey of the Avalon Peninsula was carried out under the direction of Dr. W. F. Summers and recommended among other things, areas which would be suitable for the establishment of provincial parks.

In January of 1958, final agreement was reached between the federal and provincial governments for the establishment of picnic and overnight camping sites along the route of the Trans-Canada Highway. The first thirteen sites selected were: Cochrane Pond, Butter Pot, Bellevue Beach, Jack's Pond, Square Pond, Junction Pond, Aspen Brook, Catamaran Brook, Indian River, Bonne Bay Big Pond, Barachois Brook, Crabbes Brook and Squires Memorial. The picnic sites were set up in groups of 25 - 50 and were spaced at intervals of approximately fifty miles along the highway, while the overnight camp sites were about one hundred miles apart. The reasoning behind the establishment of this roadside system of parks was, "...to provide a measure of safety for motorists using the highway and to serve as an inducement to tourism."[3]

From 1962 to 1966 the responsibility for provincial parks was vested in the Wildlife Division of the Department of Mines, Agriculture and Resources. In 1956 there were three "regional" parks, Butter Pot, Barachois and Squires Memorial, five camping parks, Bellevue Beach, Catamaran, Gushue's Pond, and Notre Dame,

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[2] Ibid - 1957. 73.

[3] Ibid - 1958. 79.

as well as eight picnic parks, Aspen Brook, Blue Ponds, Cochrane Pond, Crabbes River, Glenwood, Indian River, Jack's Pond and Square Pond, for a total of sixteen.

In 1966 (Come Home Year), the parks became a new separate division of the same department. Presently, Newfoundland's provincial park system is composed of thirty-six parks with a total area of 26,956 acres, seventeen approved reservations totalling 41,800 acres, eight proposed reservations with an area of 17,460 acres and two wilderness areas covering an area of 1,827,800 acres. (Fig. 1-3) This is tremendous growth for a division whose only responsibility during the early 1950's was a few picnic tables. Of the four Atlantic provinces, only Newfoundland has provincial park facilities comparable to those found elsewhere in Canada. On the basis of acres per capita devoted to provincial parks, Newfoundland leads all of Canada and is third after Quebec and British Columbia in the amount of provincial park land as a percentage of total land area.[4]

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[4] Atlantic Development Board, Study of Tourism and Recreation in Nova Scotia, New Brunswick and Newfoundland. Part 1, Summary Report. Prepared by Kates, Peat, Marwick & Co., Toronto, 1968, p. 19.

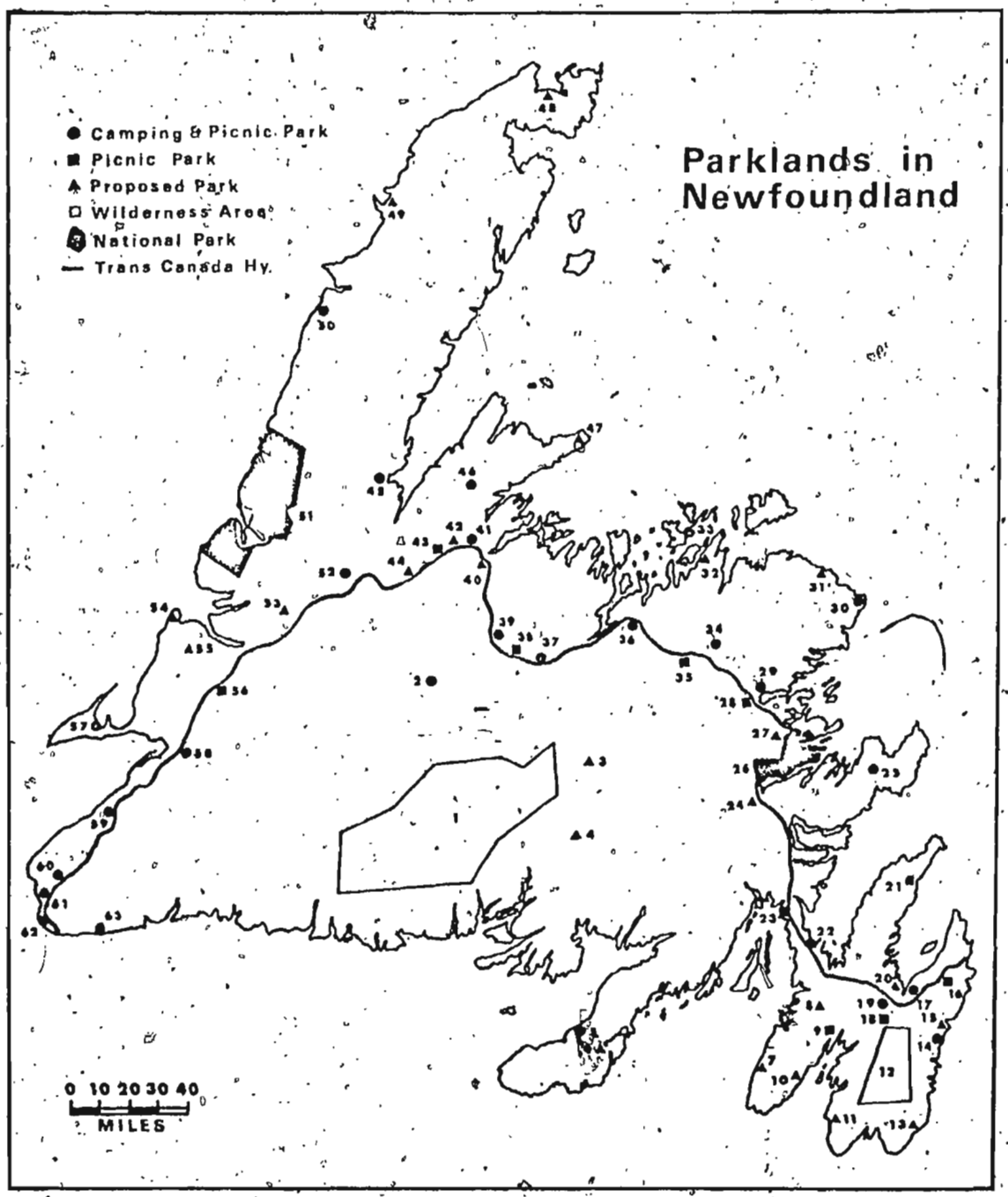
Camping & Picnic Park
Picnic Park
Proposed Park
Wilderness Area
National Park
Trans Canada Hy.
Parklands in Newfoundland
0 10 20 30 40
MILES

Fig. 1-3

PARKLANDS IN NEWFOUNDLAND

To be used in conjunction with Figure I-3

NO.	IN OPERATION	RESERVATION	ACREAGE
1.	Central Wilderness Area		1,600,000
2.	Mary March		78.5
3.		N.W. Gander River	860
4.		Conne River Pond	900
5.	Frenchman's Cove		125
6.		Freshwater Pond	1,200
7.		Gooseberry Cove	50
8.		Fitzgerald's Pond	450
9.	Cataracts		32
10.		N. Hr. to Branch Road	10,800
11.		Holyrood Pond	450
12.	Avalon Wilderness Area		227,800
13.		Chance Cove	300
14.	La Manche		2,880
15.		Tors Cove Pond	160
16.	Cochrane Pond		53
17.	Butter Pot		4,330
18.	Father Duffy's Well		2
19.	Gushue's Pond		205
20.		Cupid's Pond	50
21.	Northern Bay Sands		12
22.	Bellevue Beach		188
23.	Jack's Pond		1,200

NO.	IN OPERATION	RESERVATION	ACREAGE
24.		Thorburn Lake	160
25.	Lockston Path		600
26.		Terra Nova National Park	152 sq. mi.
27.		Pitt's Pond	10,240
28.	Square Pond		96
29.	Middle Brook Falls		127
30.	Windmill Bight		182
31.		Deadman's Bay	200
32.		First Pond (Boyd's Cove)	400
33.	Dildo Run		455
34.	Jonathan's Pond		1,101
35.	Glenwood		228
36.	Notre Dame		277.8
37.	Beothuck		184.3
38.	Aspen Brook		99.8
39.	Catamaran Brook		56.6
40.		West Pond (Hall's Bay)	650
41.	Indian River		35.8
42.		Indian Pond Narrows	80
43.	Baie Verte		110
44.		Birchy Lake	300
45.	Sop's Arm River		20
46.	Flatwater Pond		270
47.		Cape St. John	5,000
48.		Pistolet Bay	20

NO.	IN OPERATION	RESERVATION	ACREAGE
49.		Grand Pond	160
50.	River of Ponds		150
51.		Proposed Bonne Bay National Park (app.)	450 sq. mi.
52.	Squires Memorial		3,850
53.		Deer Lake (N.Shore)	1,000
54.		Lark Harbour	600
55.		Serpentine	23,000
56.	Blue Ponds		152
57.	Piccadilly Head		100
58.	Barachois Pond		8,640.7
59.	Crabbes River		7
60.	Grand Codroy		8
61.	Little Codroy Estuary		204.75
62.	John T. Cheeseman		455
63.	Otter Bay		400

Total - operating parks
26,956.25 acres

Total - reservations
59,259.8 acres

Total - wilderness areas
1,827,800 acres

Total - all provincial parklands
1,914,016.05 acres or
2,990.6 square miles

Prepared from data supplied by the Newfoundland Provincial Parks Service.

"Newfoundland's provincial parks are attractive and offer substantial lodging and recreational opportunities, tastefully laid out, with camping and day-use facilities separate."[5] A testament of the truth of this statement is the ever-increasing number of visitors to the provincial parks. In 1960 the total park attendance was a little over 200,000. In 1962 this number had doubled and by 1966 the number of visits to provincial parks reached 800,000. In 1967 the annual attendance went over the million mark for the first time, while in 1970, a new record was set when just over 1,200,000 visits were recorded in provincial parks. (Figure 1-4). This last figure represents an average of approximately 2.5 visits by each person living in Newfoundland. If this average is maintained, we can project it to 1991, when the estimated population will be approximately 770,000.[6] Around this time the total number of visits to Newfoundland's provincial parks could reach 2,925,000 annually. If the provincial park system is to be able to cope with such a situation, policy decisions and planning should be geared so as to ensure the adequate accommodation of this large number of visitors.

Policy

The present policy and operating practice of the Newfoundland Park Service is to develop within the parks, basic facilities to

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[5] Ibid. 20.

[6] Based on population estimates made by the Atlantic Development Board in a report prepared by the Planning Division of the same agency at Ottawa in March of 1966 entitled Recent Trends in the Determinants of Population Growth in the Atlantic Provinces and Provincial Projections by Age and Sex for the Period 1966-1991.

ATTENDANCE

Newfoundland Provincial Parks

1960 - 1970

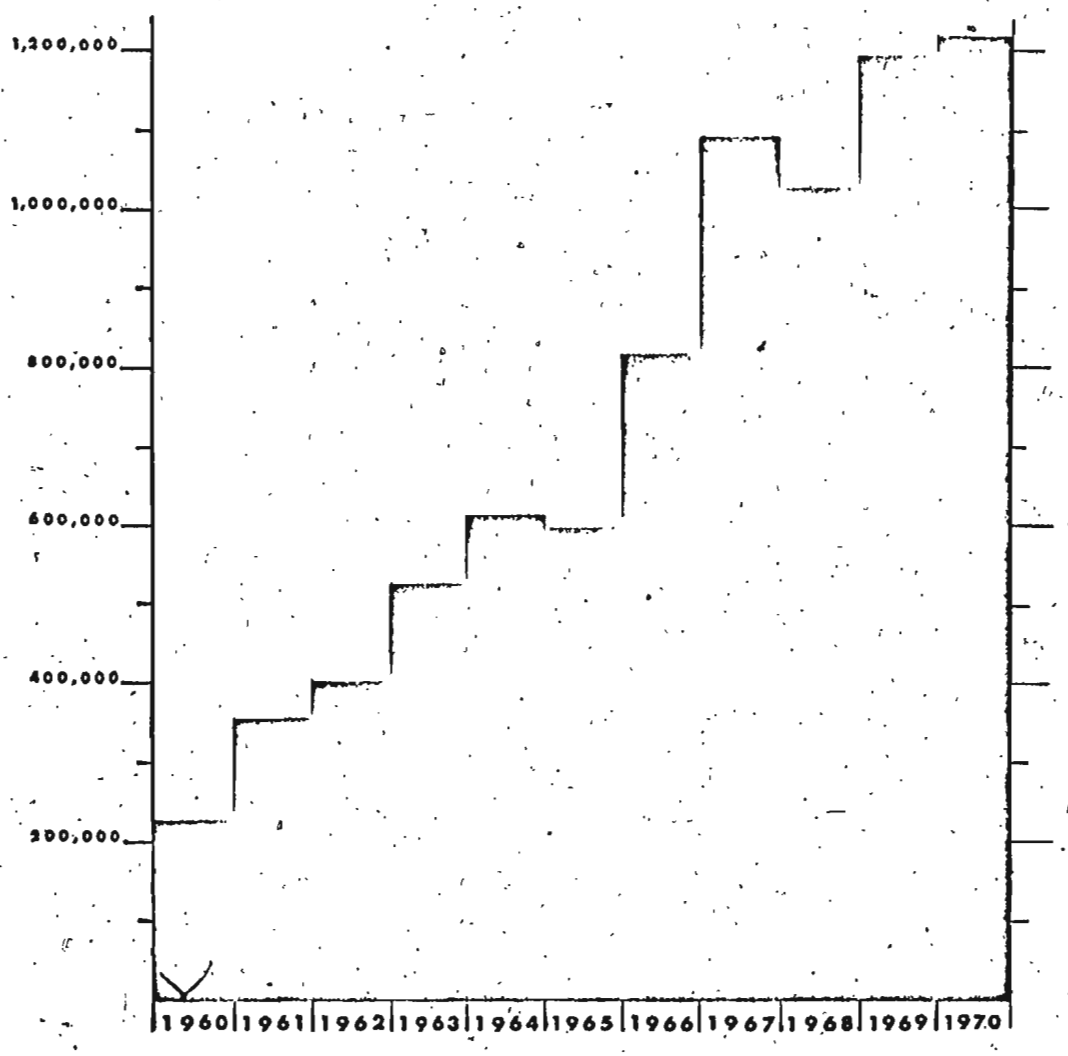

Fig. 1-4

accommodate camping, picnicing, swimming, hiking and nature study in a natural environment. Emphasis has been placed on the development of a number of comparatively small parks to serve the main highway routes rather than concentrating efforts on a few large parks which are highly sophisticated. The principal criteria which have been adopted for the establishment of a provincial park are suitable shoreline characteristics on a pond, lake or the ocean to accommodate swimming and other water activities, as well as associated camping and picnic requirements. Ideally, the parks administrative staff feels that the parks should be a minimum of 150 acres and where possible, they have endeavored to maintain this standard. The role of the provincial parks, deliberately developed, is to provide only basic primitive facilities for the camper or picnicker. This has been done in the hope that he will go to the near-by settlements for his supplies, thus stimulating local trade, as well as enabling the vacationer to see more of the countryside.[7] The effects or success of this policy are not known with any degree of certainity because thus far no methodical studies of it have been attempted.

Planning

At present, the Provincial Parks Service has a small but efficient planning staff, who are engaged in three major types of projects. These are: general planning on a large scale covering the whole province; land planning, in which consideration is given

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[7] Personal interview with Mr. George Chafe, Director, Newfoundland Provincial Parks Service, February 25, 1970.

to the value of specific tracts of land for parks; and site planning, in which particular areas within a park are developed for specific purposes. Generally, the suggestions of those responsible for park planning are carried out, but occasionally, because of lack of funds or political expediency, these suggestions are not brought to fruition. As a result, there are several parks in the province which could have better locations and others that should have been expanded.

Several important factors are involved in the selection of territory for a provincial park. First of all, the type of park to be built has to be considered, e.g. camping or picnicking, seaside or lakeshore. The size of the proposed park and its location are also considerations. Its accessibility with respect to present and future population centres is an important factor as well. Other factors such as the shape of the new park, its topography, local climate, vegetation cover and wildlife in the area are other facets which also have to be considered in the planning of a new park. At present, the planners of the Provincial Parks Service try to obtain the best combination of these factors when establishing a new park, but often the necessary data cannot be gathered because of lack of sufficient staff.

CHAPTER II

Literature and Methodology

Literature Survey

Much has been written, particularly in the past five or six years, concerning outdoor recreation in North America. Perhaps the most widely read documents are the reports of the Outdoor Recreation Resources Review Commission of the United States. The ORRRC was set up by an Act of Congress to assess the present state of outdoor recreation in America, and to chart a course of action for future development. As a basic working document, the Commission published its report, consisting of twenty six component parts which dealth with all social and economic aspects of outdoor recreation in the United States. The factors used included age, income, occupation, residence and the like. The major conclusions of these reports are contained in a summary report and although basic in nature, have broad implications for future development of outdoor recreation.

One of the basic facts stated in the summary report is that outdoor recreation is a major leisure time activity and continues to grow in importance at the rate of approximately 10% yearly. In a survey done in 1960, it was found that approximately 90% of all Americans participated in some form of outdoor recreation. This survey also showed that the major outdoor recreation activities were diving, walking, swimming and picnicking. The ORRC summary report also showed that opportunities for outdoor recreation are most urgently needed near major metropolitan areas. According to ORRRC, it appears

that population increases will account for 6/9 of the increase in future outdoor recreational activity, individual tastes and preferences for about 2/9 and socio-economic factors for about 1/9. It was also found that multiple resources used, as for example a tract of forest being used for lumbering, hunting and camping will also increase. The report also states that bodies of water are usually the major focii for outdoor recreation, being used to swim in, sit by, fish in, ski across, dive under and boat on. The conclusion was also reached by the ORRRC summary report that both education and income affect participation in outdoor recreation activities. It can be generally stated that the more of these a person has the greater the likelihood of his participation in more kinds of outdoor recreation. In support of its contention that there will continue to be an increase in participation in outdoor recreation, the ORRRC states, "The children of today do more kinds of things outdoors and acquire experience and skills in things like swimming and camping that their parents never had. This new generation, as it grows up, will spend a great deal more leisure time outdoors than the parents of today and so will their children and their children after them."[8]

The report of the ORRRC also observes that outdoor recreation brings about economic benefits. These benefits not only refer to the location where the recreation occurs but can

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[8] U.S.A., A report to the President and Congress by the Outdoor Recreation Resources Review Commission, Outdoor Recreation for America, (Washington, D.C. January, 1962), p.29.

also affect communities in other areas as well. Thus, considering these conclusions of the ORRRC in their brodest terms it can be reasonably assumed that if present trends contine, outdoor recreation will become an even greater contributor to a nation's economy than it is today. On the strength of the ORRRC's findings and recommendations, the U.S. Congress approved a program entailing an investment of four billion dollars by both federal and state governments in recreation development for a ten-year period.

There are four general components of outdoor recreation which can be studied in a survey of outdoor recreation potential and facilities. One is the physical aspects such as topography, climate, water resource, vegetation and wildlife. Another is the institutional aspect. This would include such factors as the responsibility for planning, management and finance. The third component is concerned with the sociological elements and deal with the characteristics of the consumers of recreation such as age, sex, origin, eduction, methods of travel and reasons for travel. The final component is the study of the economic aspects of outdoor recreation. The emphasis here is placed on the effects of outdoor recreation, on the local, regional and national economy.[9]

Most recreationists agree that studies are necessary in their field of interest but often they are not able to define the function or objective of such a study. Fitzgerald states

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[9] Kates, Peat, Marwick & Co., The Systems Approach to Resource Development. A paper prepared for the Canadian Council of Resource Ministers. Seminar on Consultation and Liaison in Public Administration. (Montebello, Que., Nov. 6-7, 1967), p.2.

fairly concisely what such a study should do when he says, "the purpose of the recreation survey is to analyze the factors, both actual and potential, that affect the community's ability to establish and maintain an optimum recreation service to its people, and furthermore, to recommend a latter of planned steps reaching toward a realization of that service."[10] This same writer next proceeds to show in detail the elements which need to be contained within a recreational study. First, the present status of the subject of the study must be ascertained. Next, the deficiencies that currently exist in the field under consideration must be defined as well as the needs that are present but are not being satisfied. Also an inventory of the resource, physical, social and economic, that are available in the study region must be listed in the survey. Considerable thought must also be given to recommendations for improvement of the present situation. Finally, and probably most important of all, a development plan should be laid down, outlining the steps to be taken in developing the particular subject under study and showing the priority to be given to each of these recommended steps.[11] Thus, evaluations of the various facets of outdoor recreation are necessary not only to determine such factors as location, demand and supply but as well, "... for

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[10] Gerald B. Fitzgerald, Community Organization for Recreation (New York: A. S. Barnes and Co., 1948), p.250.

[11] Ibid. p.251.

the purposes of efficiently allocating public funds between recreational and other goods and services, but also for rationally resolving the increasing number of kinds of conflicts that arise between recreation and other competing demands on rural resources."[12]

One of the most important factors in any consideration of outdoor recreation is cost, particularly those costs pertaining to the expenditure necessary to visit an outdoor recreation site. These costs can be expressed in terms of time, travel and dollars.[13] "The number of visits to any recreation area, per 1000 persons in the population of any area, is inversely related to the cost of the whole recreation experience, and this in turn is closely related to the distance from where the people live to the recreation area."[14] Thus, as a generality it can be stated that the number of recreation visits to an area is inversely proportional to the costs incurred and distance involved.

In many studies dealing with outdoor recreation, these costs are equated with demand. The costs of a visit to a recreation site are computed and then used as an indication

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[12] Peter H. Pearse, "A New Approach to the Evaluation of Non-Priced Recreation Resources," Land Economics, Vol. 44 (Feb., 1968), p.87.

[13] Marion Clawson, Land and Water for Recreation (Chicago: Rand, McNally & Co., 1963), p.45 and Mario Clawson and Jack L. Knetsch, Economics of Outdoor Recreation (Baltimore: Johns Hopkins Press, 1969), p.62.

[14] Marion Clawson, "Planning and Managing a System of Parks for a Nation", Proceedings of the First Federal-Provincial Parks Conference, (Ottawa: Nov., 1962), p.32.

of demand. Basically there are two methods for estimating demand (cost). One may be called the recreational travel flow method and uses regression models, gravity models and linear systems analysis to determine the demand for any particular recreational site. The other method is based on a purely economic analysis. This system uses willingness to pay and the demand curve as criteria of demand for a recreation site.[15]

At present there are two principal methods in use for estimating dollar values for outdoor recreation facilities. One is based on costs of providing these recreation facilities, while the other is based upon the expenditures by users of the particular recreation complex. In using the cost method, the non-monetary benefits to be obtained are judged to be at least equal to the costs entailed and in most cases are twice as great as the actual cost because both primary (non-economic benefits to society as a whole) and secondary (non-economic benefits to the recreation participant) benefits are taken into consideration. The weighing of costs against benefits is based on a value judgement and as such may not be definite and concise enough to properly plan for future use. The expenditure approach uses the amounts of money spent by the outdoor recreationist as an indication of the demand for a particular

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[15] Frank J. Cesario Jr., "Operations Research in Outdoor Recreation", Journal of Leisure Research, Vol. 1, No. 1 (Winter, 1969), p.3.

facility. This is a better indicator than the cost method because a tangible element - money - is involved. However, care must be taken in a study using the expenditure approach to see that only expenditures above the normal day to day costs of living are used. These expenditures, while not direct measures of recreational enjoyment, but the costs involved for goods and services for which there are established market values, can nevertheless be used as indicators to demonstrate, however generally, the willingness of individuals to pay for a particular recreation experience.[16]

One measurement of cost has been suggested by Hotelling in his 'travel cost approach.' In this method, distance zones are established around the park or recreation area. It is then assumed that those visitors from the most distant zone would establish the bulk-line or maximum value of recreation provided by the particular park. Thus, those in the distance zones closer to the park would receive a dollar value of "free" recreation benefit. Now a total figure for free recreational value attributable to the park can be established, based on a summation of travel cost differences between the maximum (bulk-line cost) and that cost for each other zone, multiplied by the number of participants estimated to use the park from each of the established zones. This approach encompasses the following

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[16] Andrew H. Trice and Samuel E. Wood, "Measurement of Recreation Benefits", Land Economics, Vol. 34 #3 (August, 1958).

characteristics. The results are measured in a standard unit of time and are expressed in dollars. It is representative of recreation enjoyment for which there is no expenditure by the recreationists per se and for which the government is not directly reimbursed. Also it is separately derived and independent of costs of providing recreational facilities. As well, the result consists of a single figure which applies to participants in the region without regard to the form of recreation being enjoyed or to differences among individuals as to their capacity to enjoy the recreation benefits. The result pertains to the area under consideration alone even though other regions may have similar values. Finally, if this type of study is conducted properly using a large enough sample, the travel cost figure obtained is usually quite reasonable and can be subjected to tests based upon judgement values of those knowledgeable in the field.[17] Although Hotelling's approach may be considered useful by some, there is a method which, in the estimation of other recreationists, is better.

Clawson's measurement on expenditure for outdoor recreation is based on a demand curve (Fig. 2-1). Since cost residence and the various recreation sites, this curve will show that the quantity of visits to a particular recreation site is inversely proportional to the costs involved. These costs can

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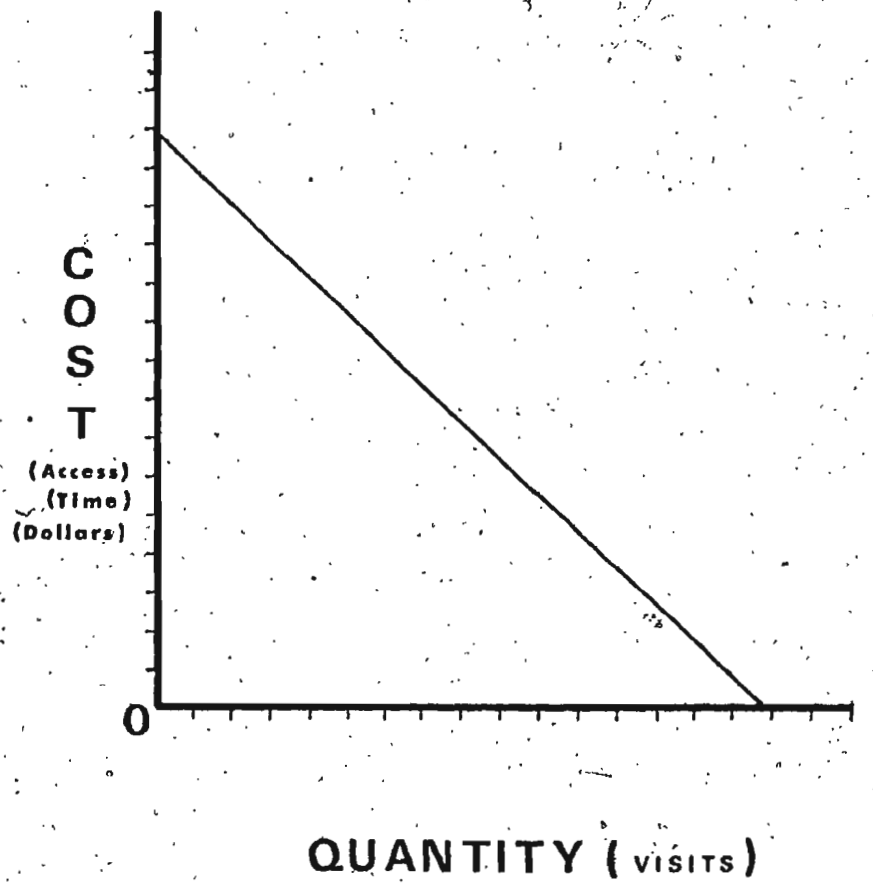
[17] Ibid. pp. 201-202.

DEMAND CURVE



After Clawson

Fig. 2-1

be figured in terms of ease of accessability, time or money. In any outdoor recreation experience, Clawson states that there are five segments. First, there is anticipation of the experience, next, travel to the site, third, the on-site experience, then the trip back to the place of origin, and finally, the recollection of the trip upon return to home.[29] These psychological facets of outdoor recreation have a parallel in the monetary costs incurred. First, there is the cost of goods in the home community before the trip begins. Next, there are the costs assumed on the way to the site. Thirdly, there are the costs acquired during the stay at the recreation site. Then there are costs incurred on the trip back home and finally, those costs which occur at home upon completion of the trip. When considered in this manner, it can be readily seen that a trip to an outdoor recreation site not only influences the economic milieu of the site itself but also that of a much broader area which includes the place of origin as well as various points between these two places (Fig. 2-2). Because all economic aspects of the recreation experience are taken into consideration when this method is utilized, much of the information gathered for this thesis was obtained by using as guideline, criteria set out by Clawson. These economic expenditures can be thus used as an indication of the demand for a particular recreation site. "The concept that individual expenditures incurred in the consumption process reflect the value of the experience to the consumer and provides a useful approach to estimating recreational demand.

DISTRIBUTION OF EXPENDITURE FOR A RECREATIONAL EXPERIENCE

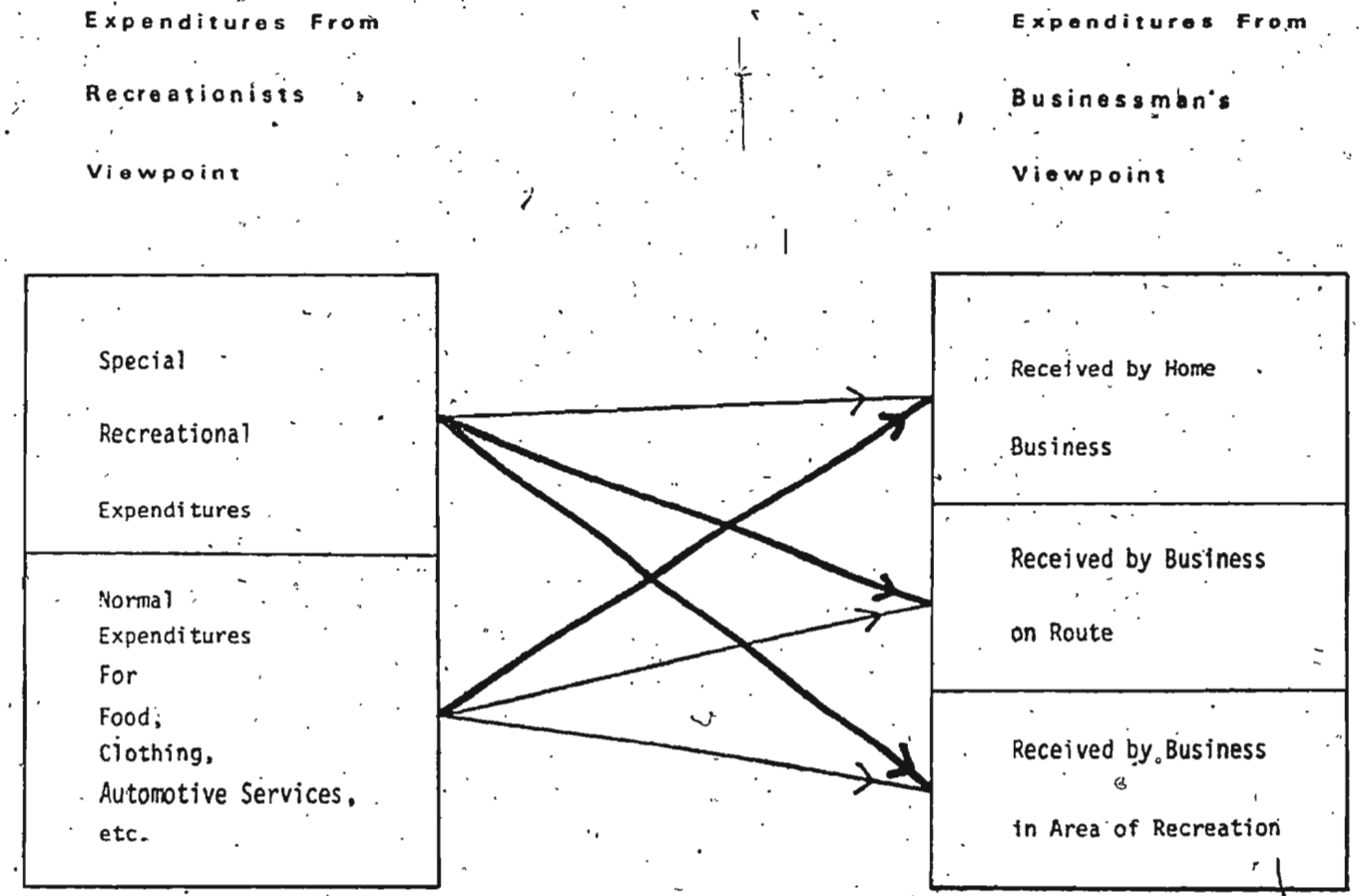


Fig. 2-2

Cost expenditures can be used to establish value for a commodity that lacks conventional market pricing. When the expenditures are properly delineated, statements of value can be generated which are essentially equivalent to those normally developed for market price commodities."[18]

Many authorities in the field of outdoor recreation, especially those concerned with the day to day operations of parks, decry any attempt by economists to place a dollar value on a recreational experience. They ask how can one put a price on the pleasure derived from watching a summer sunset, hiking through an unspoiled forest or boating on a quiet lake. "Not only must the popular current methods be rejected, but it is doubtful that any completely satisfactory method can be developed since the values under consideration are largely intangible."[19] Admittedly, at present it is difficult, if not impossible, to measure such values in monetary terms. However, "... large increases in use of outdoor recreation areas have taken place, and the trend toward greater use will continue into the foreseeable future. The total demand for outdoor recreation facilities of each major kind is going to become of even more importance as time passes."[20] Until better methods have been developed,

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[18] Trice and Wood, "Measurement", p. 304.

[19] Ibid. p. 201

[20] Clawson and Knetsch, Economics, p. 138

we should continue to use socio-economic surveys, with their limitations, because we must have some form of basic data upon which to base plans for the future development of outdoor recreational sites, and thus far the socio-economic surveys, even with their limitations, appear to be the best means to gather this data.

Information Sources

Most of the data used in this thesis came from two sources. The Provincial Parks Branch of the Department of Mines, Agriculture and Resources supplied the information concerning the costs of construction and maintenance of the Provincial Parks in Newfoundland. This information dealt with such factors as capital costs, salaries, and yearly maintenance costs. The Parks Service also supplied data concerning visitor use such as: number of visitor days, visitors, campers, tenting and trailer days, origin of visitors, etc. As well, they supplied detailed information as to their various operational and developmental policies for parks and explained in broad terms plans for further park development in the province.

The data obtained from the Provincial Parks Service was analyzed in terms of the total costs of the selected parks to provincial economy. The data concerning visitor attendance at the park was used in estimating further trend projections of visitors in the various parks and as well helped in

determining what this author considers are fairly basic changes necessary within the Provincial Parks system.

A mail questionnaire was the other main source of information for this study. Thirty-eight hundred questionnaires were mailed to campers who used one or more of the twenty-five selected camping parks during the summer of 1970. Of these, approximately 1100 or 29% were returned. The information obtained from these mail-out questionnaires forms the basis of the information set down in this thesis concerning the social and economic characteristics of those using the Newfoundland's provincial camping parks.

Because it is my belief and also the opinion of others (Clawson and Knetsch) that the recreation experience begins with pre-planning at home and ends with memories of the trip after it has been completed, the questionnaire was designed to cover five stages of the recreation experience. These are at home before the trip; at the place of the recreational experience; on the way home from the trip; and at home again after the trip. These five divisions were put in the questionnaire to obtain what was basically economic information about the party sampled.

A covering letter was enclosed with the questionnaire. This letter served a three-fold purpose:

(1) To ask the assistance of those being questioned,

(2) To explain briefly how the questions on expenditure were to be answered, and

(3) To insure the confidentiality of the answers to the questionnaire.

A copy of the questionnaire along with the introductory letter was enclosed in an envelope which also contained a postage-paid reply envelope (Appendix).

The questions in the first section of the questionnaire, dealt mainly with social characteristics of those being surveyed. These included such aspects as the number of people in the party, the age, sex, and educational attainment of those in the party, the place of origin, the parks visited and length of stay, the reasons for the trip, and the mode of transportation used. Questions one and two of the questionnaire, those dealing with the number of persons per party, and the age, sex, and educational attainment of these people, were used to determine the composition of the camping groups that visit the Newfoundland's Provincial Parks. This information could be of use to the Provincial Parks Service in assisting them to plan facilities for future park development. Question three, annual income of the family, was used to determine what groups of people used the park, using income as a basis of comparison. This information may also be used for planning future park development in that different socio-economic groups of society prefer varied types of outdoor recreation facilities. Question number four, dealing with the origin of the sample party, served a two-fold purpose. Concerning visitors from outside the Province, it provided a method of ascertaining how much new money was brought into the Province by campers and other park users from mainland Canada and the United States. From the

replies received from the Newfoundland-based parties, it was possible to see that a large number of campers originated from certain areas of the province and this fact should be considered in future planning for park expansion. Where there are a great number of campers coming from particular regions it might be desirable to place extra facilities or parks in that area. Question five dealt with the parks which were visited and the length of stay in these parks. As well, this question was correlated with some of the economic data collected in the questionnaire, to ascertain if the location of a park in a particular area had any effect on the economic life of the communities in that region. Question number six, dealing with the reasons for the trip, was asked so as to determine if there was an expressed need for expansion of facilities or the creation of new facilities in the Newfoundland Provincial Parks System. Question seven, which dealt with the mode of transportation used, was designed to determine what types of equipment are presently being most used by the campers. The information gained from such a question could assist in the designing of campgrounds and camping sites in future park development.

Questions eight through twelve dealt exclusively with the consideration of expenditures made for the trip. Those answering the questionnaire were asked not only to list the amounts of money which they spent because of this trip but also, if possible, to name the community where this money was spent and, for

question ten, the park at which they were staying when they spent this money. Questions thirteen, fourteen, and fifteen were incorporated in the questionnaire at the request of the Newfoundland Provincial Parks Service. They were interested in determining if people who made camping trips used crown land as much as they used the developed provincial parks. Questions sixteen, seventeen, and eighteen were asked so as to give those answering the questionnaire the opportunity to express their views concerning the entire provincial parks system.

Using the 1969 park visitors statistics supplied by the Parks Service, twenty-five parks which had camping facilities and the highest visitor frequency were chosen to form the core of this study. Questionnaires were sent to those people who had camped in one of these parks for at least one night. A total number of 3806 questionnaires were mailed out to people whose names and addresses were chosen at random from weekly lists of camping permits sold during the period between the last week of June and the first week of August in 1970, and who had camped in at least one of the twenty-five provincial parks chosen for the study. It was decided to obtain a sample using mail-out questionnaires rather than personal interviews because the costs in terms of money and time would have been prohibitive for personal interviews.

As the questionnaires were received, the answers were coded for computerization according to a previously designed

numerical coding system. A total of sixteen computer cards were used for each questionnaire. An IBM 360 computer was used to perform such statistical analysis as frequency distribution tables and arithmetic means. As well, the responses to various independent variables were compared to other dependent variables on the questionnaire. The statistical analyses were carried out through the use of both the standard program packages and programs written at the request of the author.

CHAPTER III

Selected Characteristics of Camping Parties Sampled

Introduction

The parks selected for use in this study were the parks in the Newfoundland Provincial Parks system which, in 1970, had facilities for camping. The selected parks are scattered throughout the Province, with the largest ones located on the west and east coasts of the island. They vary in size from one of seven acres at Crabbes River to eight thousand six hundred and forty-one (8,641) acres at Barachois Pond (fig. 3-1). Eight of these parks, Cheeseman, Crabbes River, Barachois Pond, Catamaran Brook, Beothuck, Notre Dame, Gushue's Pond and Butter Pot are located on the Trans-Canada Highway, while the remainder are situated along the major side roads.

Up to and including 1970, the Newfoundland Provincial Parks system, composed of thirty-six parks, was visited by a total of 7.99 million people. Visitors to the twenty-five parks used in this study accounted for 7.41 million of the total figure for all the parks (Fig. 3-2). Of the selected parks, four have had over a total of six hundred thousand visitors each, or approximately 34% of the total number of visitors to all the parks and about 36% of the visitors to the selected parks. Three of these parks, Catamaran Brook, Notre Dame and J. T. Cheeseman, are located on the Trans-Canada Highway, with Catamaran Brook and Notre Dame being about a day's drive from either St. John's or Port-aux-Basques, while J. T. Cheeseman is the park nearest the ferry depot at Port-aux-Basques, where many vacationers spend the night after entering or before

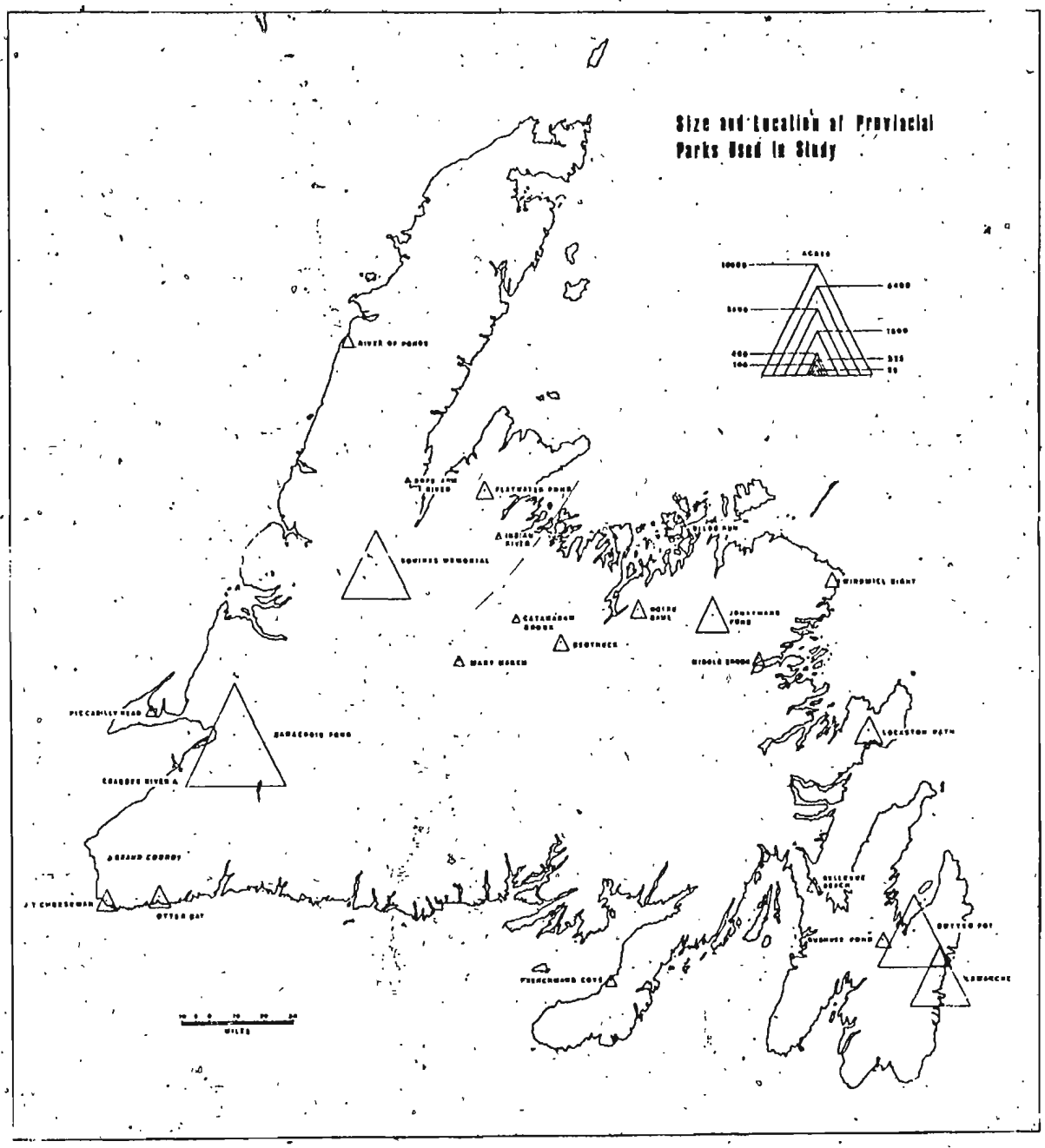

Fig. 3-1

Total Number of Visitors To Selected Provincial Parks (to 1970 – in 000's)

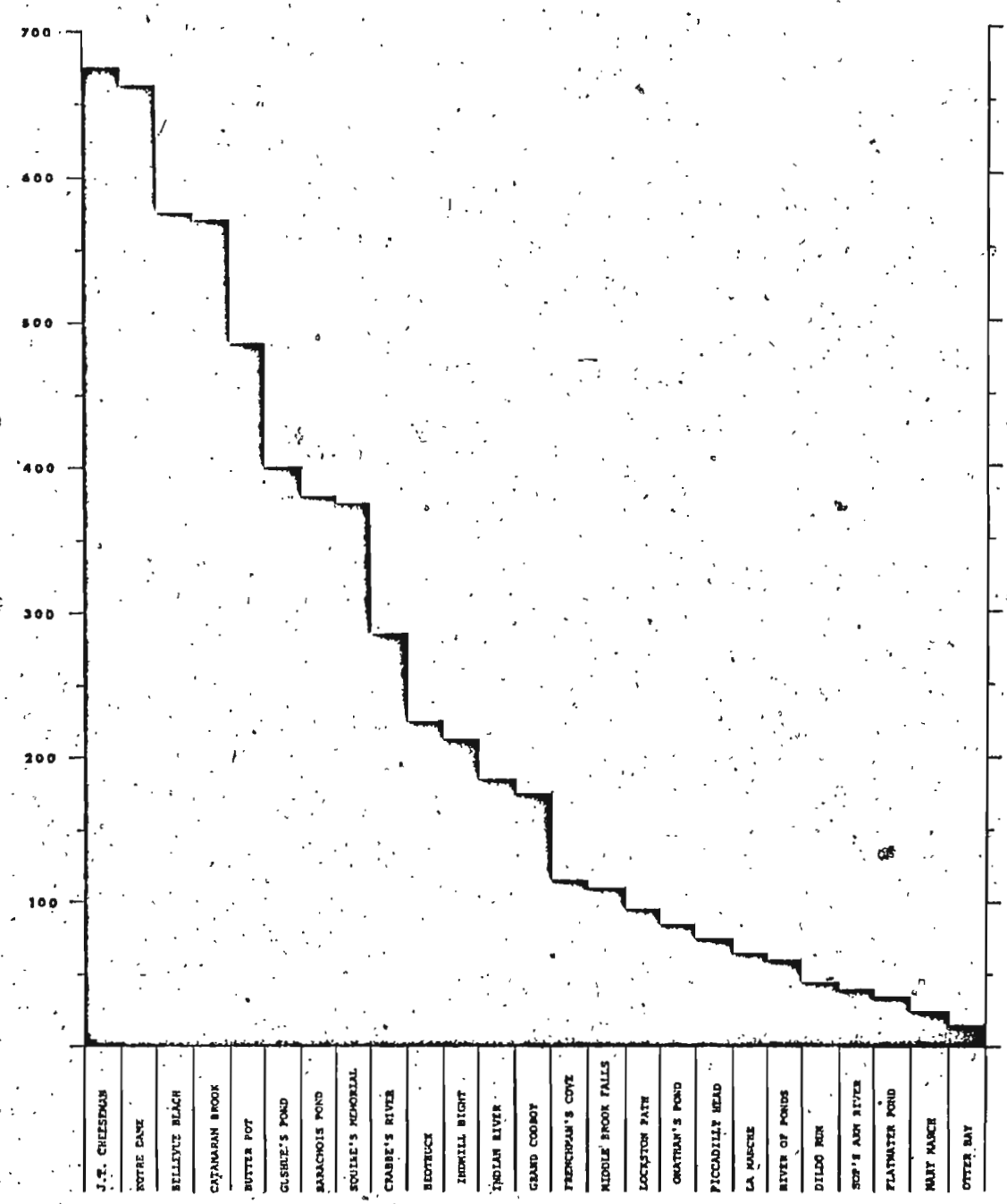

Fig. 3-2

exiting the province. The other park which has had over 600,000 visitors, Bellevue Beach, is located less than two miles from the Trans-Canada Highway and is the nearest park to the provincial capital of St. John's that is located on land which borders the Atlantic Ocean. Three of the four selected parks which have the next highest total number of visitors up to 1970 are located on the Trans-Canada Highway also. As well, Butter Pot and Gushue's Pond are within an hour and half driving time from St. John's and Barachois is about an hour's drive from Newfoundland's second largest city, Corner Brook. The fourth park, Squires' Memorial, is also about an hour's drive from Corner Brook on a side road, but located within it is one of the Province's best salmon rivers.

Visitations

As previously mentioned, the parks used in this study were those which contained facilities for overnight camping. Figure 3-3 shows the percentage of campers to total visitors for each park to 1971. The parks can be roughly divided into four groupings. The first group are those parks of which 17% to 20% of the total number of visitors were campers and included here are River of Ponds, Sop's Arm River, Barachois Pond and Jonathan's Pond. Many of the visitors to River of Ponds are Americans and Mainland Canadians on their way to see the Viking site of L'Anse aux Meadows and this park is the

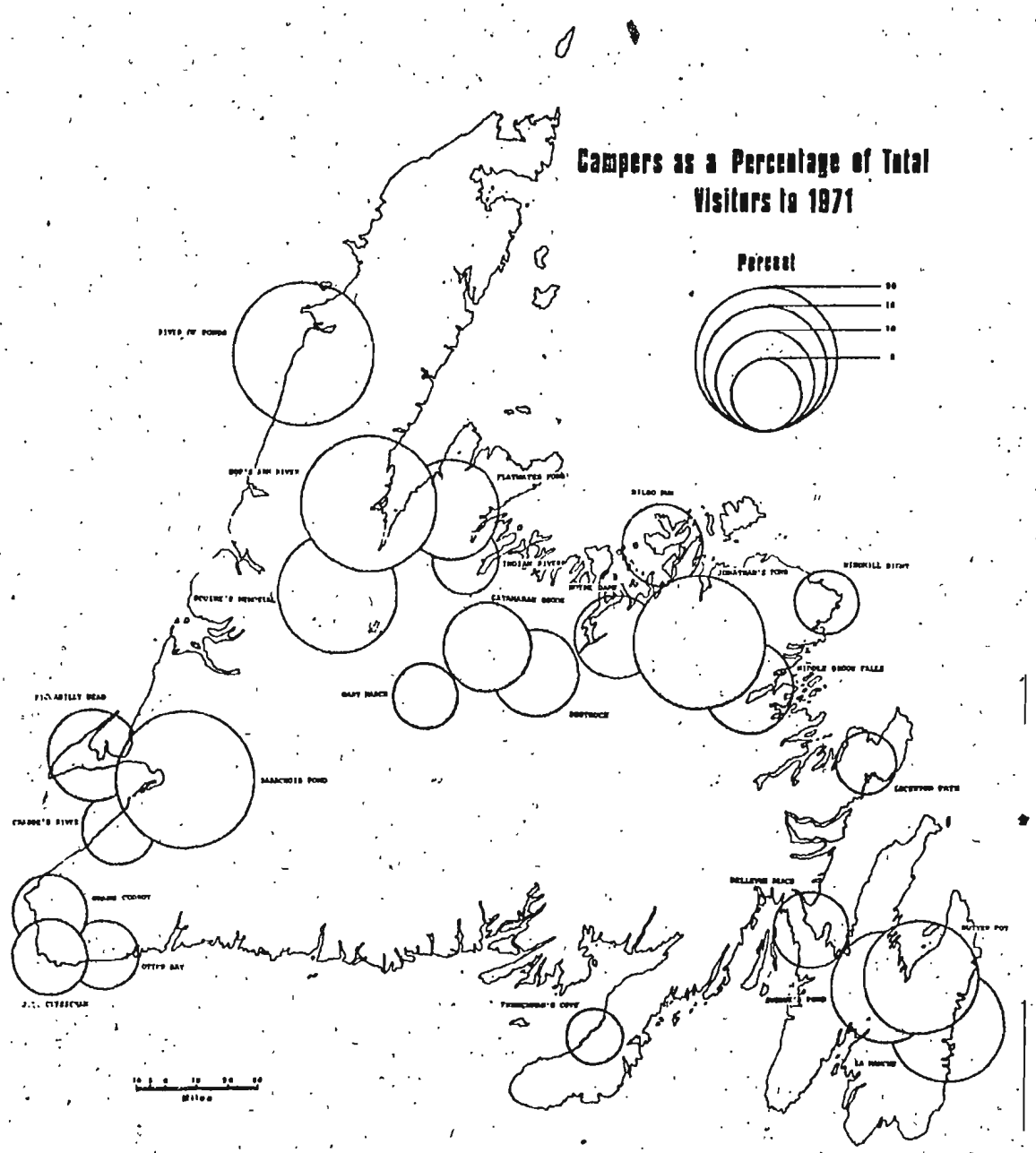

Fig. 3-3

closest to the site. Sop's Arm River is off the main thoroughfare but has some excellent scenic attractions and good fishing. Many of the visitors go there specifically to camp. Barachois Pond serves as a catchment basin for the Corner Brook region, as well as attracting much of the vacation traffic passing along the Trans-Canada Highway. The last park in the group, Jonathan's Pond, serves much of the Notre Dame area besides serving the residents of Gander.

The next group of parks are those of which 12% to 14% of their total visitors were campers. With the experience of Squires' Memorial, which is in the western part of the Province and is frequented by many campers from Corner Brook as well as numerous salmon fishermen, the other three parks in this group, Gushue's Pond, Butter Pot and La Manche, are all located on the Avalon Peninsula and are used extensively by the residents of the capital city, St. John's.

The third group, those of which had 5.1% to 10% of the total number of visitors as campers, are scattered throughout the Province and may be said to typify those provincial parks which are used consistently year after year by the same proportion of campers to total visitors. These include Bellevue Beach, Beothuck, Dildo Run, Notre Dame, Middle Brook, Catamaran Brook, Flatwater Pond, J. T. Cheeseman, Grand Codroy and Piccadilly Head.

The final group, those with 3% to 5% campers, may be

loosely termed the "fringe parks." A glance at Figure 3-3 shows these parks are located on roads other than the Trans-Canada Highway and are for the most part among the smaller parks in the system. It would be advisable for those responsible for parks planning to consider very carefully any future expansion for these parks. Perhaps these parks, Lockston Path, Frenchman's Cove, Windmill Bight, Indian River, Mary March, Crabbes River and Otter Bay, could be better utilized as strictly day-use parks or maybe it would be better to close them altogether (Fig. 3-4).

If we were to look at the statistics for the total number of campers using the twenty-five selected parks, it can be seen that the total for each park ranges from approximately 600 at Otter Bay to about 64,500 at Barachois Pond (Fig. 3-5). Also, it can be seen that the parks can be roughly divided again into four groups. These are parks with 55,000 campers or more, which include Butter Pot, Catamaran Brook, Barachois Pond and Squires Memorial. Parks that have had between 40,000 and 45,000 campers are Gushue's Pond, Notre Dame and J. T. Cheeseman. The third group are those parks which have had between approximately 5,000 and 28,000 campers up to 1970 and these are Bellevue Beach, La Manche, Windmill Bight, Indian River, Jonathan's Pond, Middle Brook Falls, Sop's Arm River, Grand Codroy, Crabbes' River, Piccadilly Head, River of Ponds, and Beothuck. The final group is composed of those parks which have had less than 3,000 campers. These are Frenchman's Cove,

Percentage of Campers to Total Visitors in Selected Newfoundland Camping Parks:

17% - 20%		12% - 14%	
River of Ponds	19.92%	Squires Memorial	14.07%
Barachois Pond	18.09%	Butter Pot	12.55%
Sop's Arm River	17.92%	La Manche	12.44%
Jonathan's Pond	17.27%	Gushue's Pond	12.10%

5.1% - 10%		3% - 5%	
Flatwater	9.80%	Crabbe's River	4.88%
Middle Brook	8.21%	Indian River	4.70%
Piccadilly Head	7.96%	Otter Bay	4.53%
Catamaran Brook	7.68%	Mary March	4.20%
Beothuck	7.30%	Windmill Bight	3.80%
Dildo Run	6.53%	Lockston Path	3.69%
Notre Dame	6.38%	Frenchman's Cove	2.90%
J.T. Cheeseman	5.72%		
Grand Codroy	5.36%		
Bellevue Beach	5.19%		

Fig. 3-4

Total Number of Campers (to 1970)

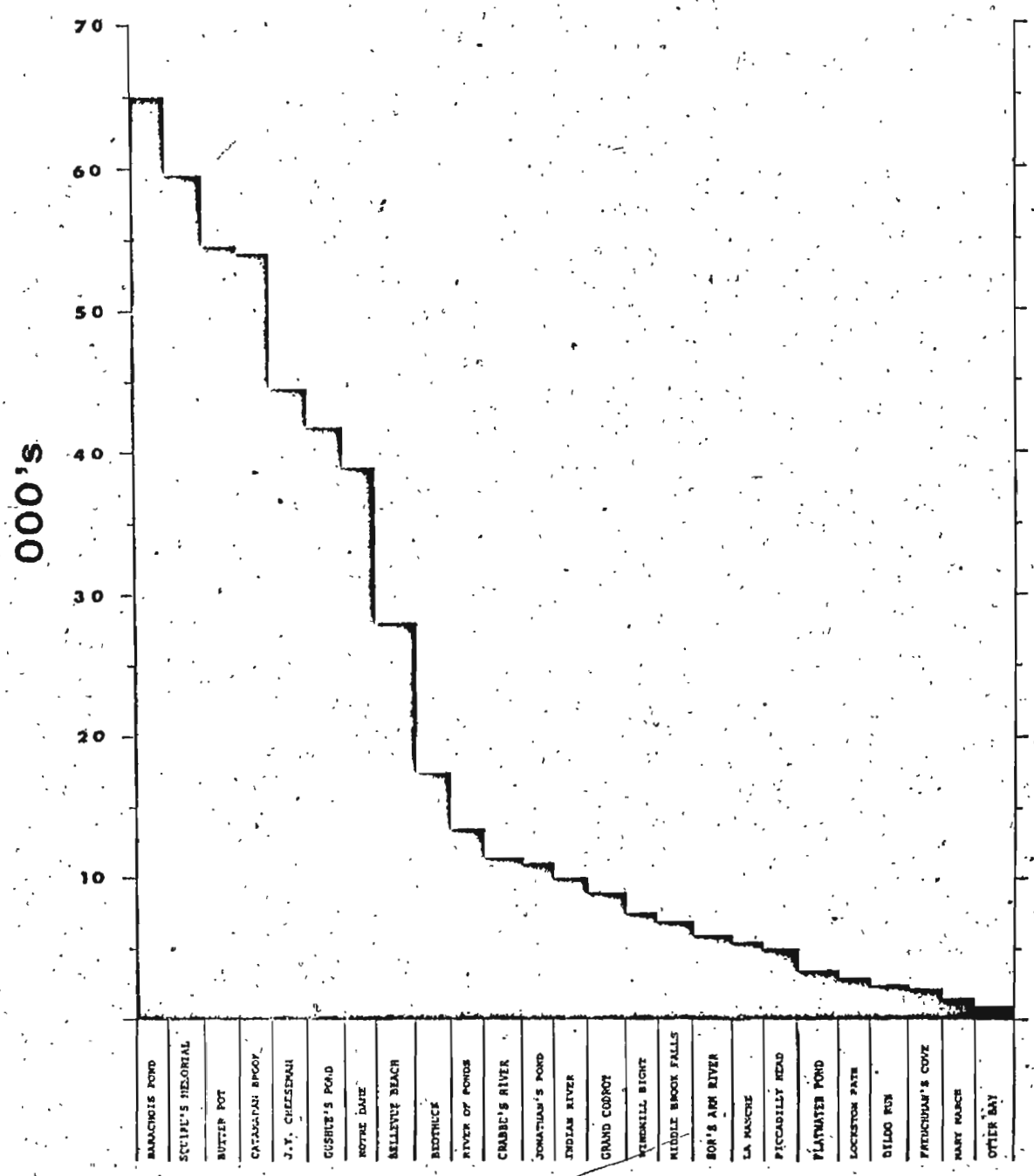

Fig. 3-5

Lockston Path, Dildo River, Flatwater Pond, Mary March, and Otter Bay (Fig. 3-6). It should be noted that four of the parks in this last group, Frenchman's Cove, Lockston Path, Mary March and Otter Bay were included in the "fringe parks" group previously mentioned, that is, those parks which out of the total number of visitors only had 3% to 5% campers.*

For the purposes of this study, the data to be examined has, where possible, been broken into various catagories by origin. The three main groupings according to origin are Newfoundlanders, other Canadians and Americans. This was done to determine if there were variations in any of the socio-economic patterns by campers from these three areas.

From data gathered by the Newfoundland Provincial Parks Service over the years, it was possible to determine the proportion of cars visiting the parks selected for this study from the aforementioned origins. From Figure 3-7, it can be seen that the greatest proportion of all visitors to the selected provincial parks is composed of Newfoundlanders and this holds true throughout the entire parks system. In 1970, of a total of 247,395 cars that visited the twenty-five parks studied, 224,171 or 90.6% were from Newfoundland. Other Canadian provinces accounted for 13,682 or 5.5%, while cars with American license plates number 9,051, or 3.8%. When the 1970 figures are compared to the average for the years 1960-71, it

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* Note: The number of campers is computated in the following manner. A camper is taken to be one person spending one night in a park. For example, three persons passing two nights in a park are counted as six campers.

Total Camper Visits to Selected Provincial Parks to 1970:

55,000 Campers Plus

Butter Pot
Catamaran Brook
Squires Memorial
Barachois Pond

40,000 - 45,000 Campers

Gushues Pond
Notre Dame
J.T. Cheeseman

5,000 - 28,000 Campers

Bellevue Beach
La Manche
Windmill Bight
Indian River
Jonathan's Pond
Middle Brook Falls
Sop's Arm River
Grand Codroy
Crabbe's River
Piccadilly Head
River of Ponds
Beothuck

Less than 3,000 Campers

Frenchman's Cove
Lockston Path
Dildo Run
Flatwater Pond
Mary March
Otter Bay

Fig. 3-6

Origins of Cars in Parks Used For Study

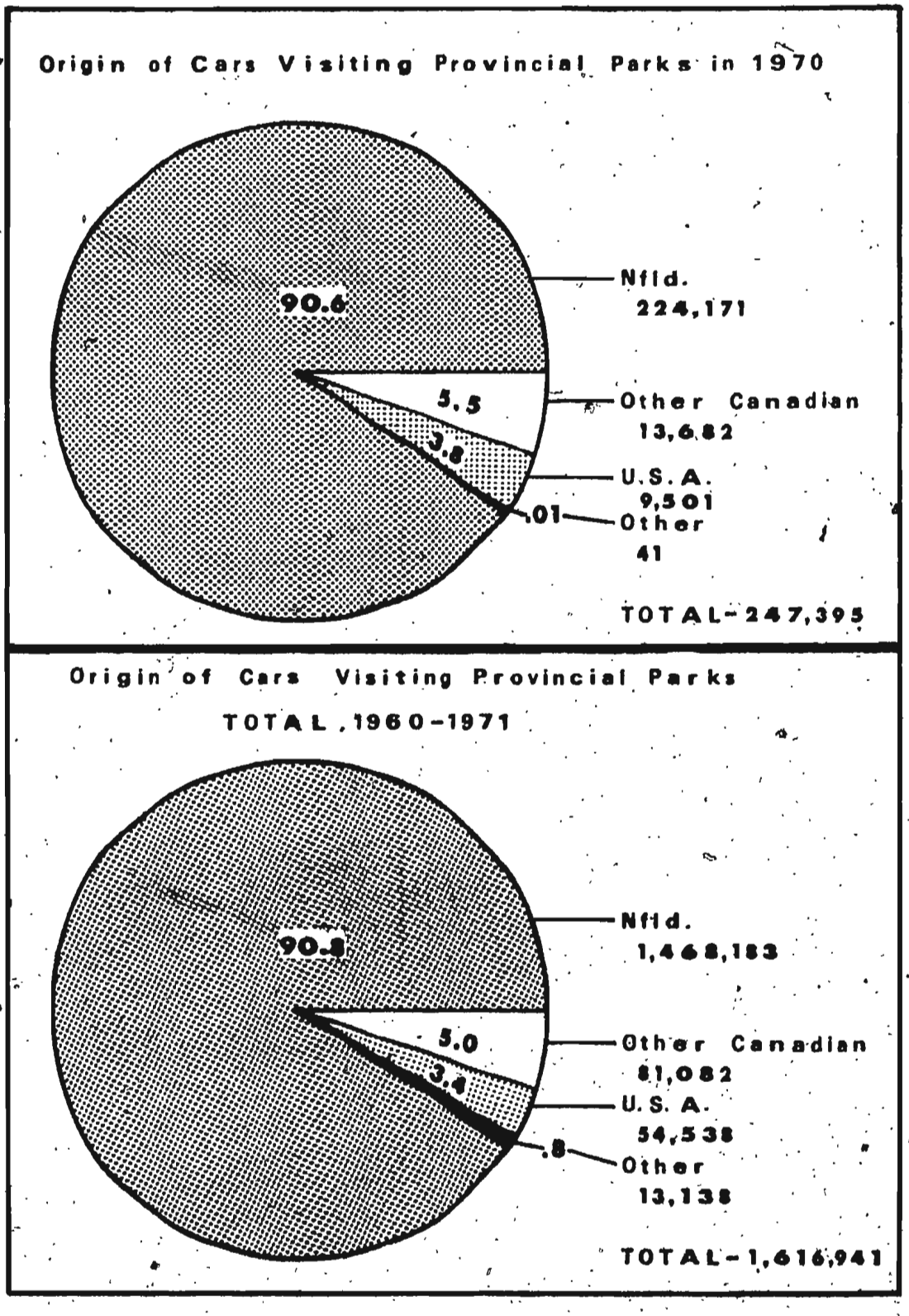


Fig. 3-7

is apparent that the 1970 figures are very close to the average. From this, it can be inferred that the proportion of visitors from the various origins has remained fairly constant. The past eight or ten years have seen a small but steady increase in the number of out-of-province visitors to the provincial parks, but it is most likely that the residents of Newfoundland will still comprise the largest number of visitors to the parks for many years to come.

Point of Origin

The origins of the campers sampled in the survey will now be examined. In the survey, 143 American parties replied to the question concerning the point of origin of the trip. Figure 3-8 shows the breakdown of replies in graphic form. Five states, New York, Massachusetts, Connecticut, Pennsylvania, and Ohio provided most of the visitors in this segment of the sample. These states represented 58% of the American sample and are all located in the north eastern sector of the U.S.A. (Figure 3-9). This figure also shows that with the exception of Washington, Oregon, North Dakota, Texas, and Florida, the points of origin in the remainder of the American sample are all located in the eastern quarter of the United States.

The most frequently visited parks by the American campers in the sample are located on the west coast of the province. J. T. Cheeseman was the most frequented, probably because it is the first camping park one comes to on the Trans-Canada Highway after leaving the ferry at Port-aux-Basques. Campers

ORIGIN OF AMERICAN CAMPERS

STATE	NUMBER OF PARTIES
New York	31
Massachusetts	20
Connecticut	13
Ohio	10
Pennsylvania	10
Michigan	8
Maine	6
New Jersey	6
Illinois	4
Maryland	4
New Hampshire	4
Florida	3
Missouri	3
Vermont	3
Virginia	3
Washington, D.C.	3
Minnisota	2
Wisconsin	2
Iowa	1
North Carolina	1
North Dakota	1
Oregon	1
Rhode Island	1
Texas	1
Washington	1
West Virginia	1

Fig. 3-8

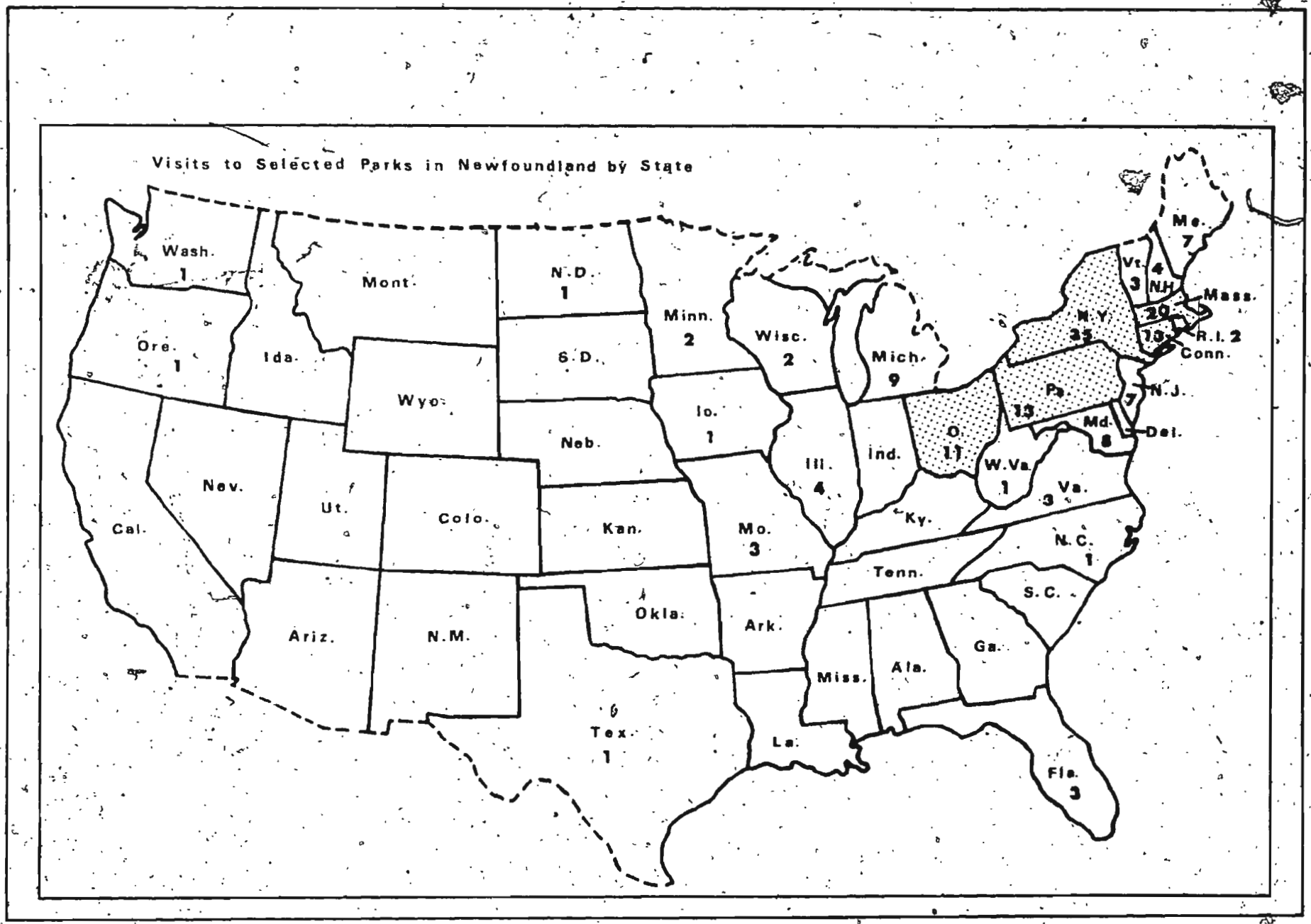

Visits to Selected Parks in Newfoundland by State
Wash. 1
Ore. 1
Cal.
Nev.
Ida.
Mont.
Wyo.
Ut.
Ariz.
Colo.
N.M.
N.D. 1
S.D.
Neb.
Kan.
Okla.
Tex. 1
Minn. 2
Io. 1
Mo. 3
Ark.
La.
Wisc. 2
Ill. 4
Mich. 9
Ind.
O. 11
Ky.
Tenn.
Miss.
Ala.
Ga.
Fla. 3
W.Va. 1
Va. 3
N.C. 1
S.C.
Pa. 13
N.Y. 35
Md. 8
Del.
N.J. 7
Conn.
R.I. 2
Mass. 20
Vt. 3
N.H. 4
Me. 7

Fig. 3-9

would also tend to stay here overnight if they were catching the ferry the next morning. The next most used park by the American sample was River of Ponds. The probable main reason for this park's use is as a base from which to travel to L'Anse aux Meadows to see the Viking site located there. Barachois Pond Park was the next most frequented park by campers from the United States and it probably served them well as a base from which to tour the west coast region of the Province. Notre Dame Park's most obvious attraction to visitors from the U.S.A. is its location, in the centre of the Trans-Canada route about a day's drive from Port-aux-Basques or St. John's. Both Squires' Memorial and La Manche were the parks most used by the Americans surveyed. Squires' Memorial would be attractive as a base for which to tour the Humber region, as a salmon river, and as a stopover point to and from River of Ponds Park. La Manche was probably used by these visitors because of the difficulty of obtaining a camp site at Butter Pot Park, which is usually filled by capacity by residents of the St. John's region.

The origin of campers from other Canadian provinces included in the sample are shown in Figure 3-10. In reply to the inquiry on the questionnaire concerning point of origin, there were 153 answers from Canadian parties from other provinces. It can be seen from Figure 3-10 that there were replies from all provinces of Canada except Saskatchewan and the Northwest Territories. The replies which came from residents of Ontario, Nova Scotia, Quebec and New Brunswick accounted for 93% of the total, with Ontario having 50% and Nova Scotia 26%, thereby far

ORIGIN OF CANADIAN CAMPERS

PROVINCE	NUMBER OF PARTIES
Ontario	77
Nova Scotia	39
Quebec	16
New Brunswick	13
British Columbia	4
Manitoba	4
Alberta	1
Prince Edward Island	1

Fig. 3-10

outstripping the other provinces (Figure 3-11). Many of the Ontario campers have friends and relatives living in Newfoundland and this is one of the main reasons for their camping. Nova Scotia is the closest province of Canada to Newfoundland so one would expect many out-of-province campers to be from this province.

The most frequented park by Canadian campers in the sample was J. T. Cheeseman, next came Barachois Pond, and in third place was Notre Dame. If we exclude River of Ponds from the list of parks most frequented by the Americans who replied to the questionnaire, we see that the aforementioned three parks were the most frequently used by both Americans and out-of-province Canadians who replied to the survey.

The actual number of non-local cars visiting the selected parks in 1970 is shown in Figure 3-12. It should be noted that this shows the cars that visited the parks but not the reason for doing so. Doubtless, many of them were not campers but just day-use visitors. It can be seen from this graph that Notre Dame, Squires Memorial and J. T. Cheeseman are in the top seven parks that registered non-resident car visits in 1970. Thus it would seem logical that any plans for the future improvement or expansion of these three parks especially should take into consideration the anticipated needs of out-of-province visitors.

In the survey taken for the purposes of this thesis, it was found that local or Newfoundland campers had points of origin in almost every region of the Province (Figure 3-13).

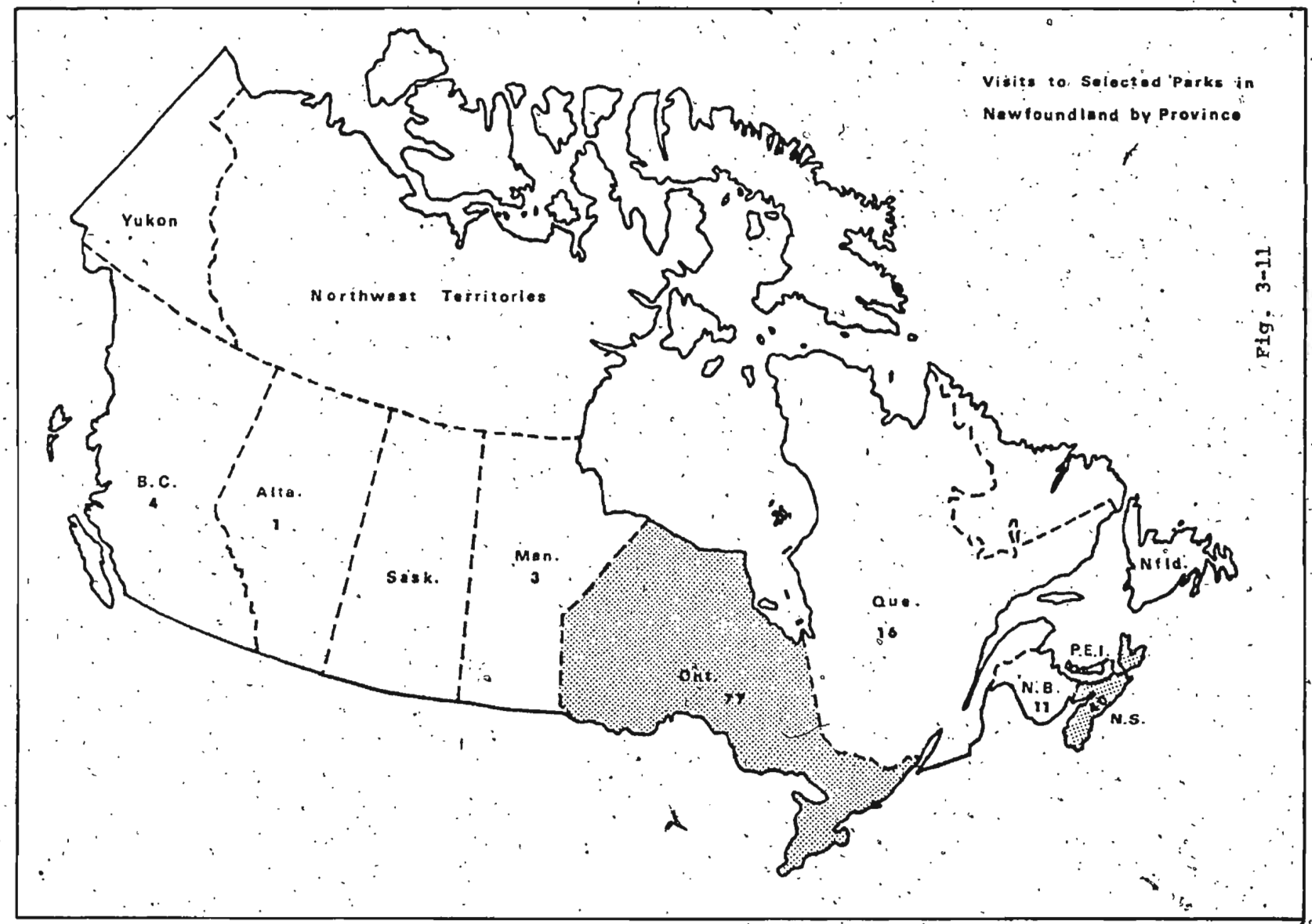

Visits to Selected Parks in Newfoundland by Province
Yukon
Northwest Territories
B.C.
4
Alta.
1
Sask.
Man.
3
Ont.
77
Que.
16
Nfld.
P.E.I.
N.B.
11
N.S.

Fig. 3-11

Non-Resident Car Visits in 1970

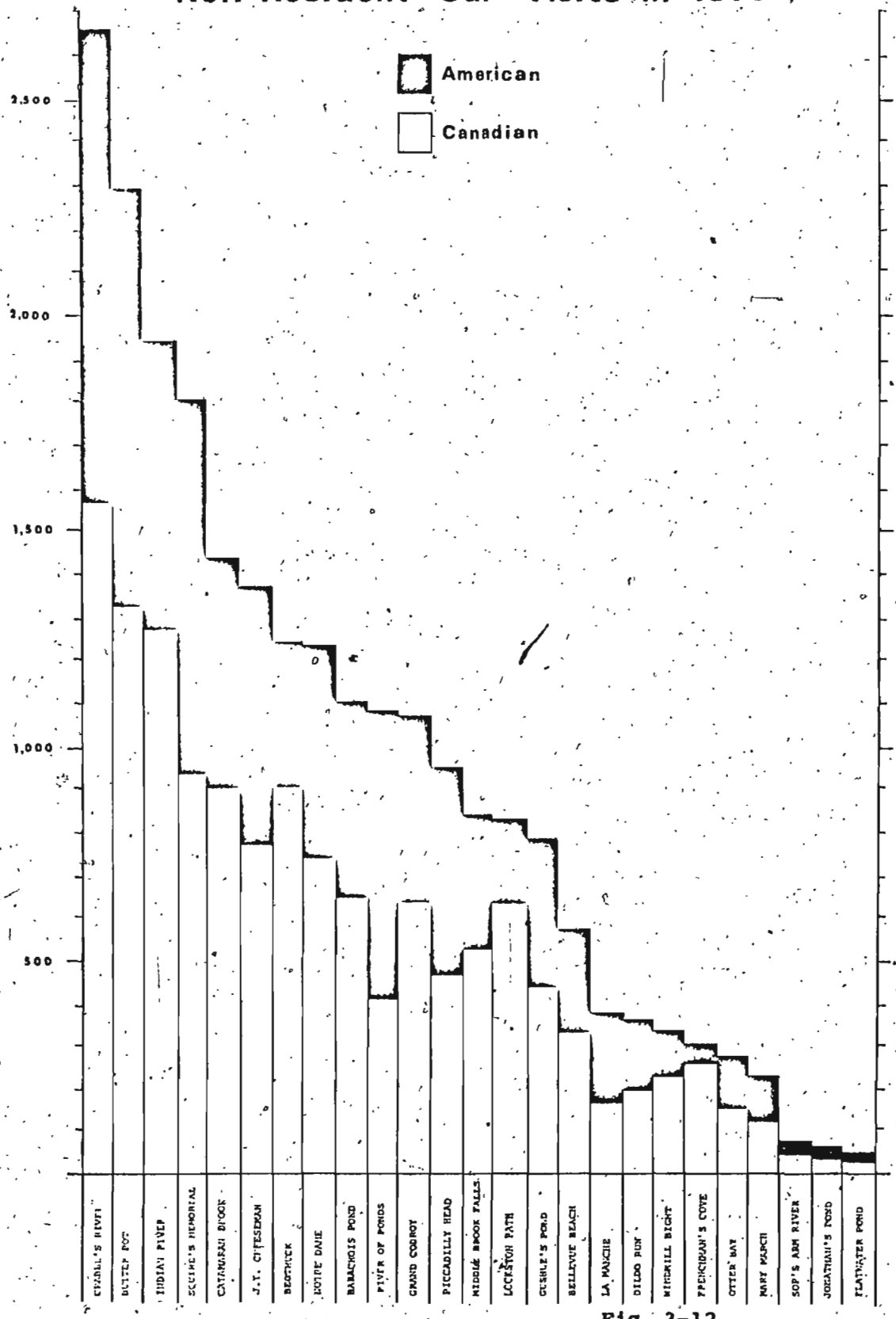


Fig. 3-12

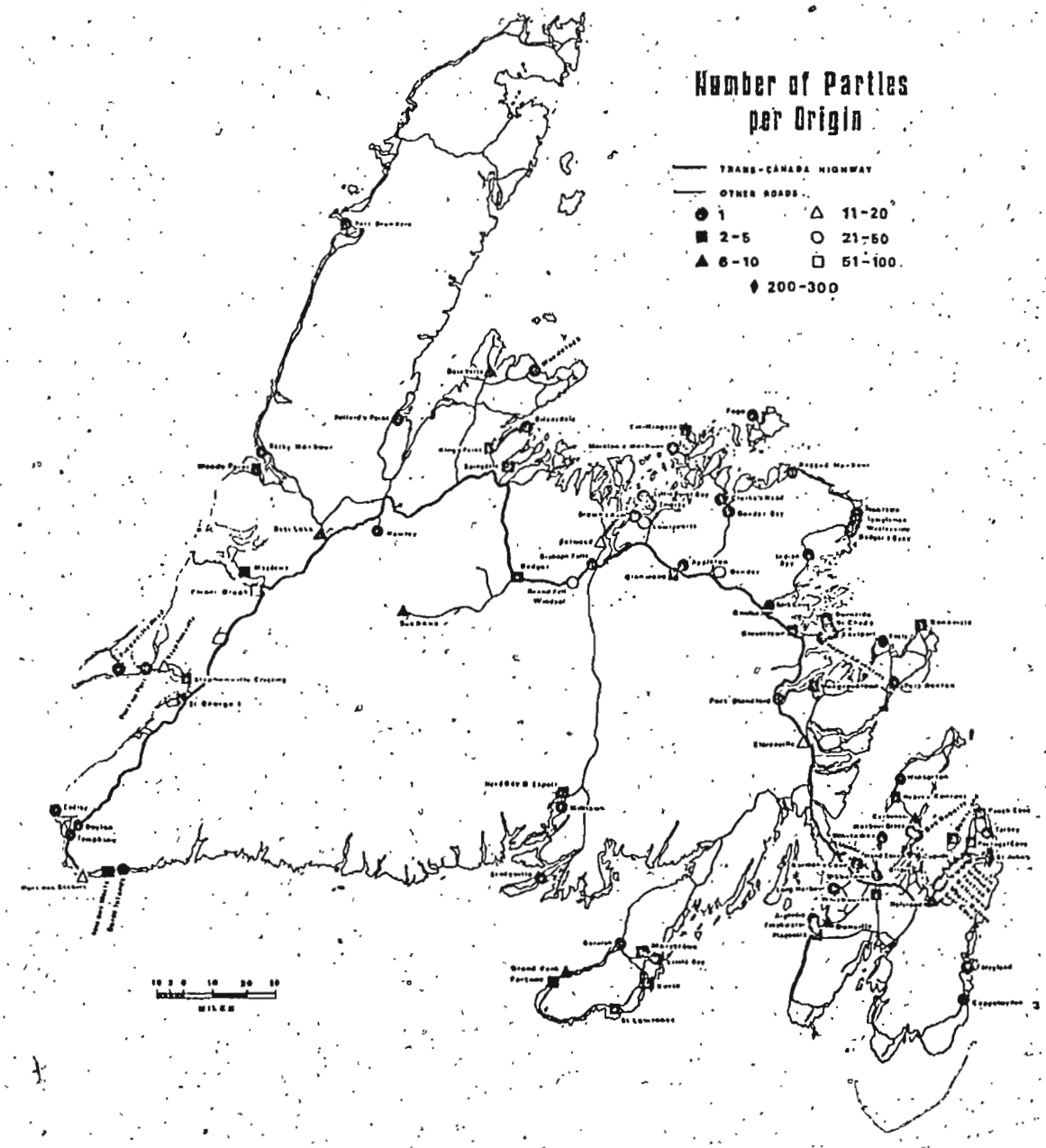

Number of Parties
per Origin
TRANS-CANADA HIGHWAY
OTHER ROADS
1
2-5
6-10
11-20
21-50
51-100
200-300

Fig. 3-13

Those campers from the urban areas of the Province accounted for 70.2% of the park visits by Newfoundlanders in the sample of 766 replies to the question concerning point of origin on the sample questionnaire. St. John's was the leader with 301 or 38.8% of the total, followed by Corner Brook and Gander and Grand Falls (Figure 3-14). The following series of maps will show the distribution of these parties in the parks used for this study.

Of the questionnaire received in the sample from Newfoundland, those giving some community in Newfoundland as their point of origin, 759 answered the question concerning the parks visited on this particular trip. (The replies dealing with series of maps will be based on the number replying for a particular park out of this sample of 759 replies.) The first park to be examined will be Bellevue Beach (Figure 3-15). As can be readily seen, most of the fifty-seven parties who stated they visited this park lived within a radius of fifty miles from the park, and the majority (38) came from St. John's. Communities in the Conception Bay area had the next largest number and there was a scattering of other visitors from several other places in the province. The number of parties, having other provinces of Canada as their point of origin, visiting Bellevue Beach numbered fourteen. (This number of Canadian parties is taken from a sample of 154) American camping parties numbered two. (The quantity of American parties is taken from a sample of 143.)

Number of Newfoundland Parties by Origin

ORIGIN	NUMBER	PER CENT
St. John's	301	39.7
Corner Brook	78	10.1
Gander	42	5.4
Grand Falls	41	5.3
Lewisporte	22	2.8
Stephenville	22	2.8
Port aux Basques	16	2.1
Buchans	10	1.3
Clarenville	10	1.3
Other	217	28.6
	759	100.0

Fig. 3-14

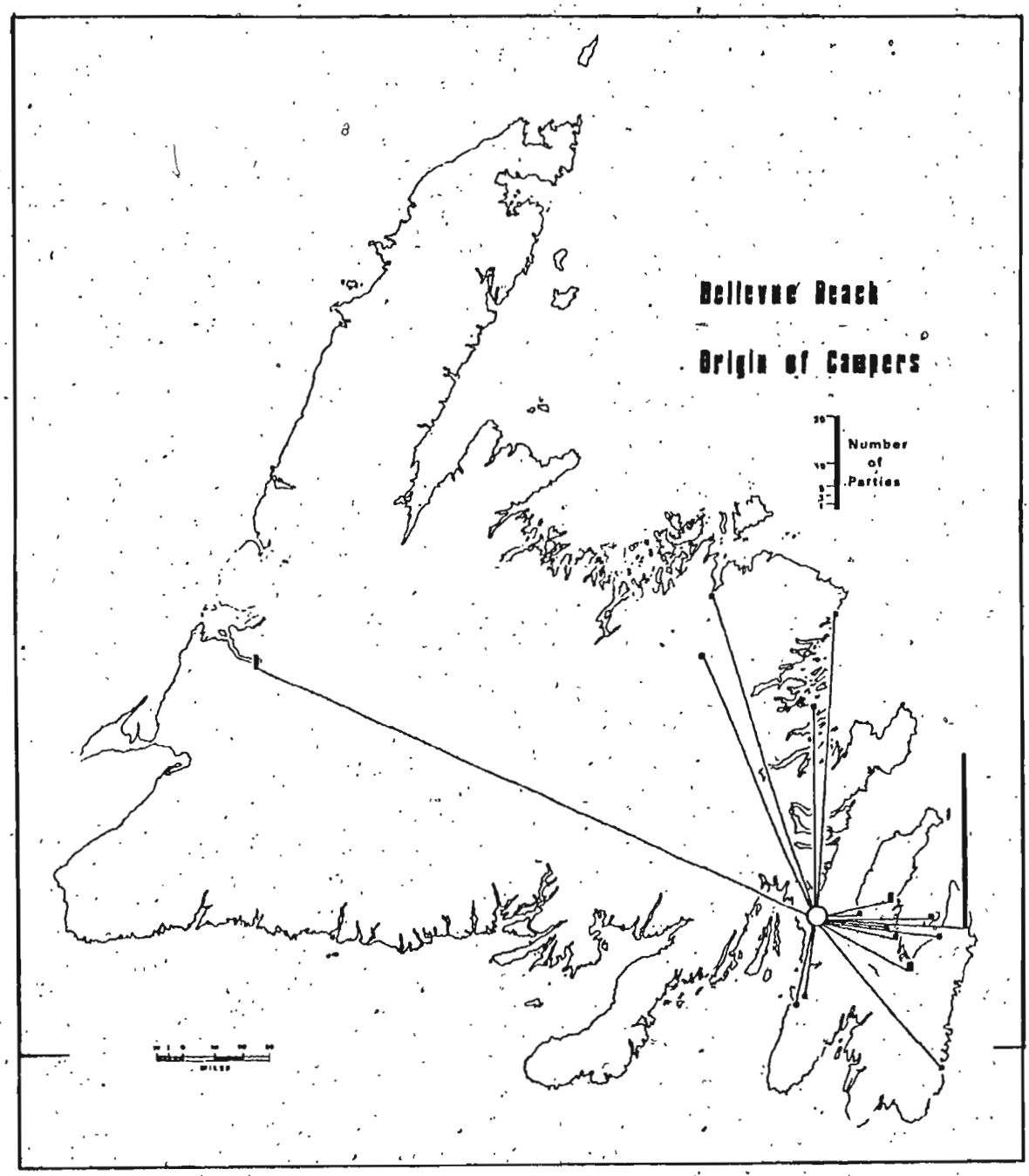


Fig. 3-15

Eighty-one parties of the total Newfoundland sample visited Butter Pot Park and again most of them came from within a fifty mile radius and of these the majority (47) listed St. John's as the point of origin. There were also six mainland Canadian parties and two American groups visiting this park. Lockston Path Provincial Park, which is one of the province's least used parks, had four Newfoundland parties camping there and no Canadian or American groups. Of the local parties sampled staying there, three came from Bonavista (within 50 miles) and the other from Gander (Figure 3-16).

Gushue's Pond park accounted for fifty-nine visits from Newfoundland parties with all but six coming from within a radius of fifty miles and the majority from St. John's (Figure 3-17). From the samples taken, no Canadian groups and only one American group stayed at the park. La Manche Valley Park tells much the same story as Gushue's Pond. All but one of the sixteen Newfoundland parties were from St. John's, which easily falls within the fifty mile radius of La Manche. There were also six Canadian groups and nine American groups sampled which stated they camped at La Manche park.

Figure 3-18 deals with Beothuck and Frenchman's Cove parks. Forty-nine Newfoundland campers in the sample stated they visited this park, while six Canadians and three U.S. groups stayed here as well. It can be readily seen that Beothuck drew campers province wide. This fact would appear to emphasize the hypothesis that Beothuck park is used as one of the mid-way bases by

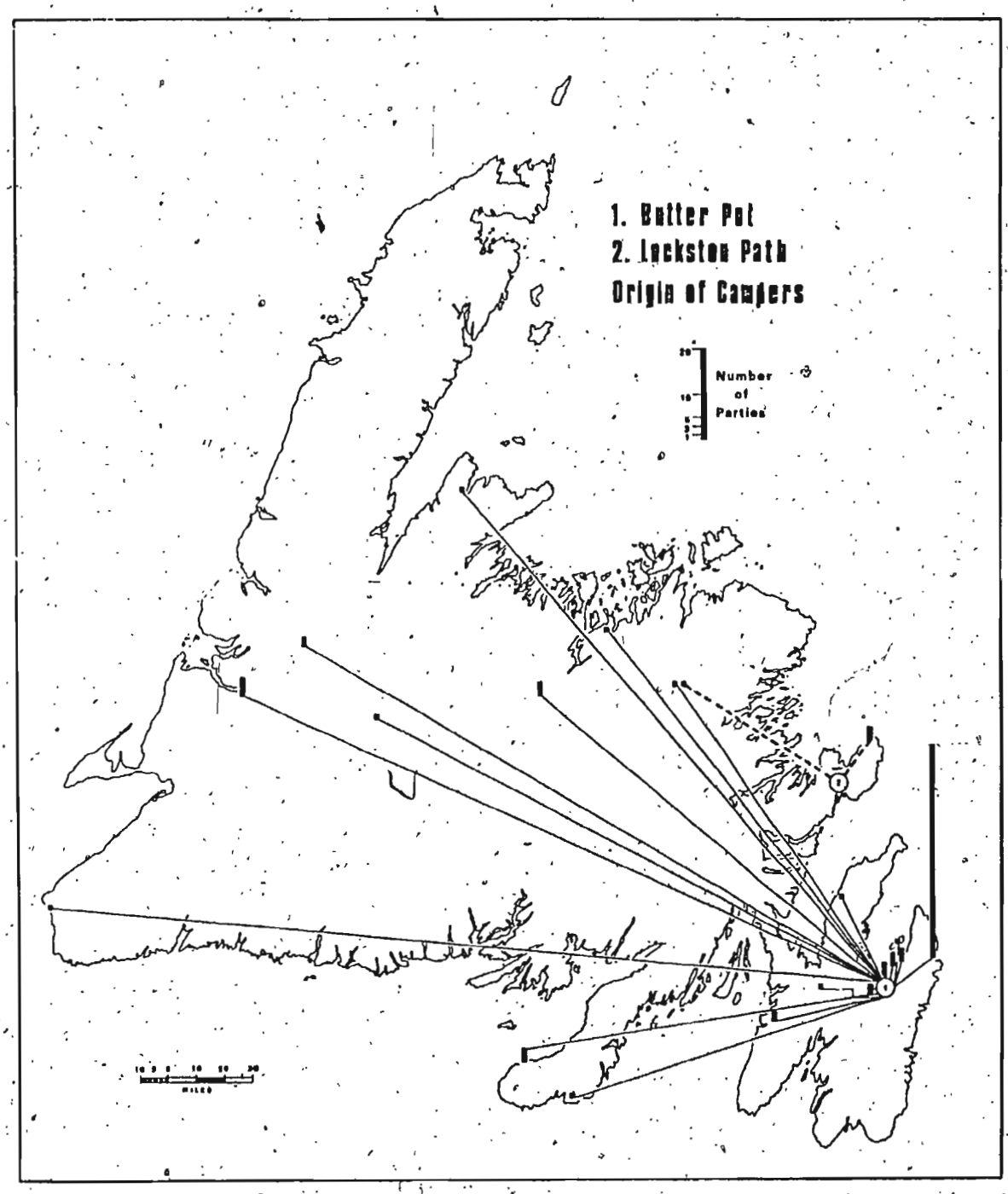

1. Butter Pot
2. Lockston Path
Origin of Campers
Number of Parties

Fig. 3-16

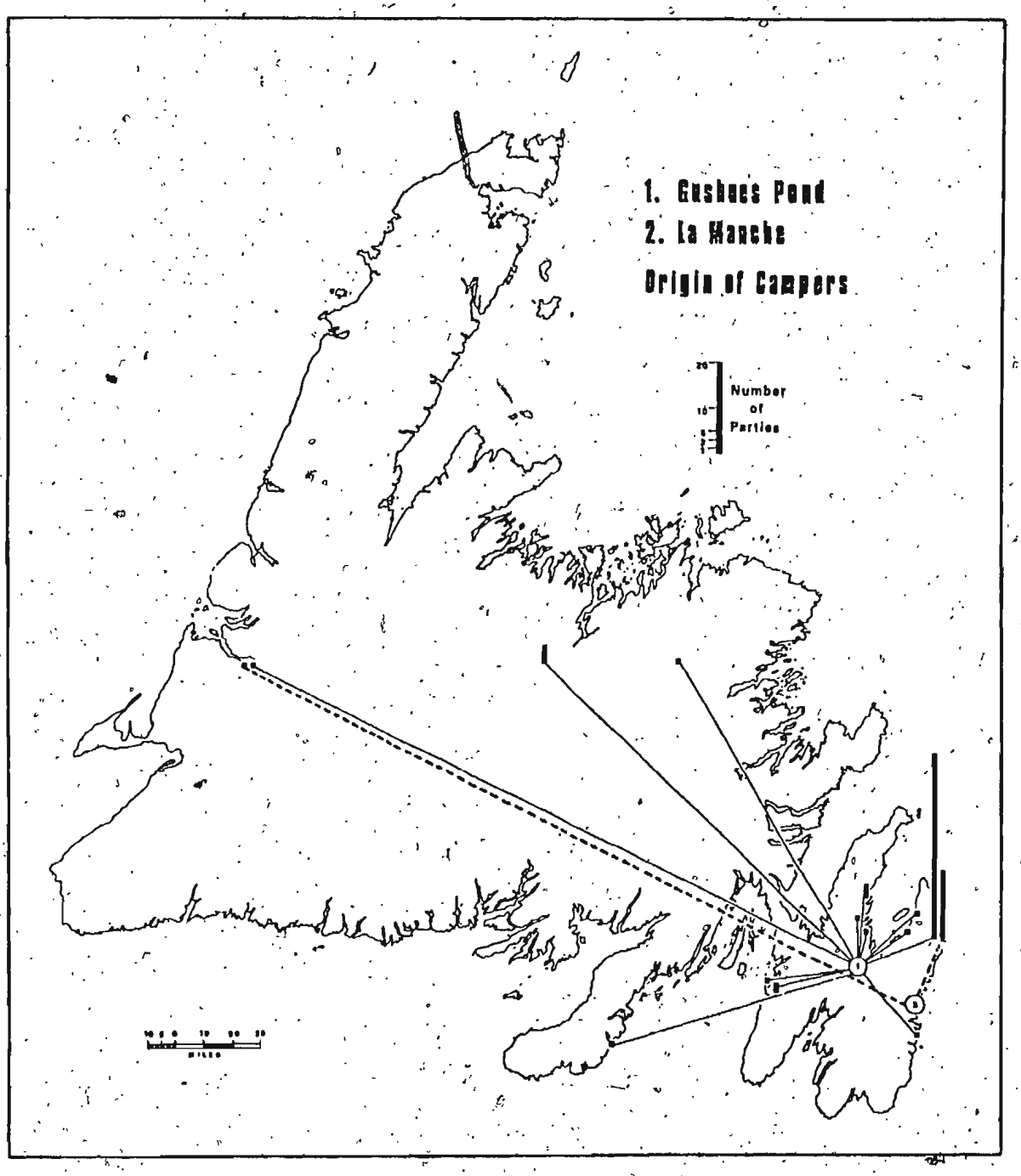

1. Gushues Pond
2. La Manche
Origin of Campers
Number of Parties

Fig. 3-17

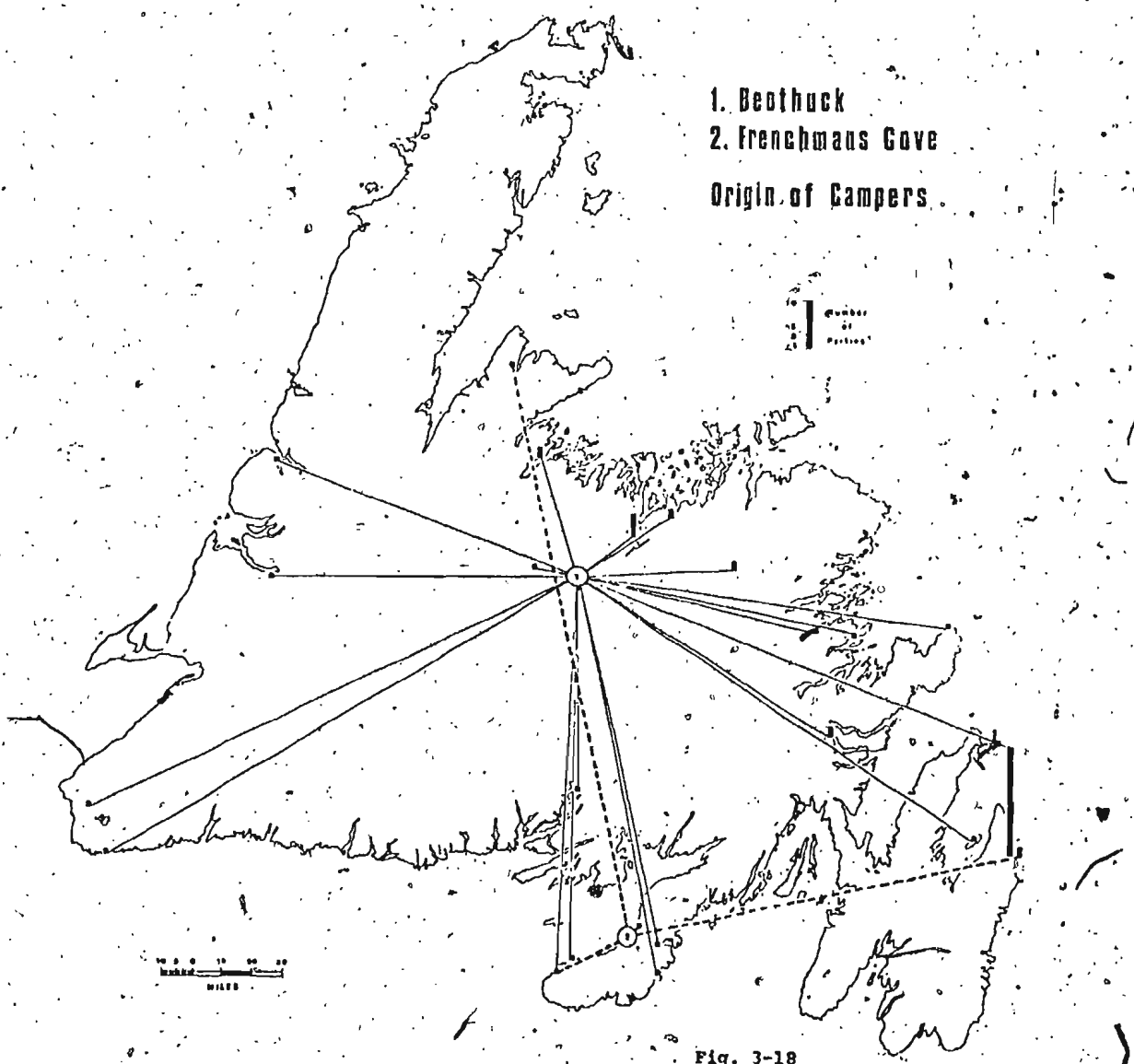


Fig. 3-18

vacationers travelling around the island. Frenchman's Cove camping parties in the sample numbered only seven, five of Newfoundland origin and one each American and Canadian. This park is well off the main thoroughfares and, as could be expected, is infrequently used compared to most other parks in the system.

The distribution of Newfoundland campers surveyed who stayed at Notre Dame and Otter Bay parks is shown in Figure 3-19. There were sixty-one local camping parties which stayed here as well as eighteen Canadian and eleven American. Those residing in St. John's were in the majority, but another twenty parties came from within a fifty-mile radius of the park. As well, this park serves as a mid-day point along the Trans-Canada Highway, which may help to account for the distribution of points of origin for other Newfoundland campers. It has been stated already that Otter Bay park is infrequently used and Figure 3-19 tends to demonstrate this. As can be seen, only two local camping parties sampled stated they stayed at Otter Bay and only one American party did likewise. Again, it should be emphasized that the probable reason for the little use of this park is its relative inaccessability.

Figure 3-20 vividly demonstrates the differences in the use of a park which is readily accessible and one which is not. Catamaran Brook and Mary March provincial parks are approximately forty miles apart by road but Catamaran Brook is located on the Trans-Canada Highway, whereas Mary March is located on a dead-end

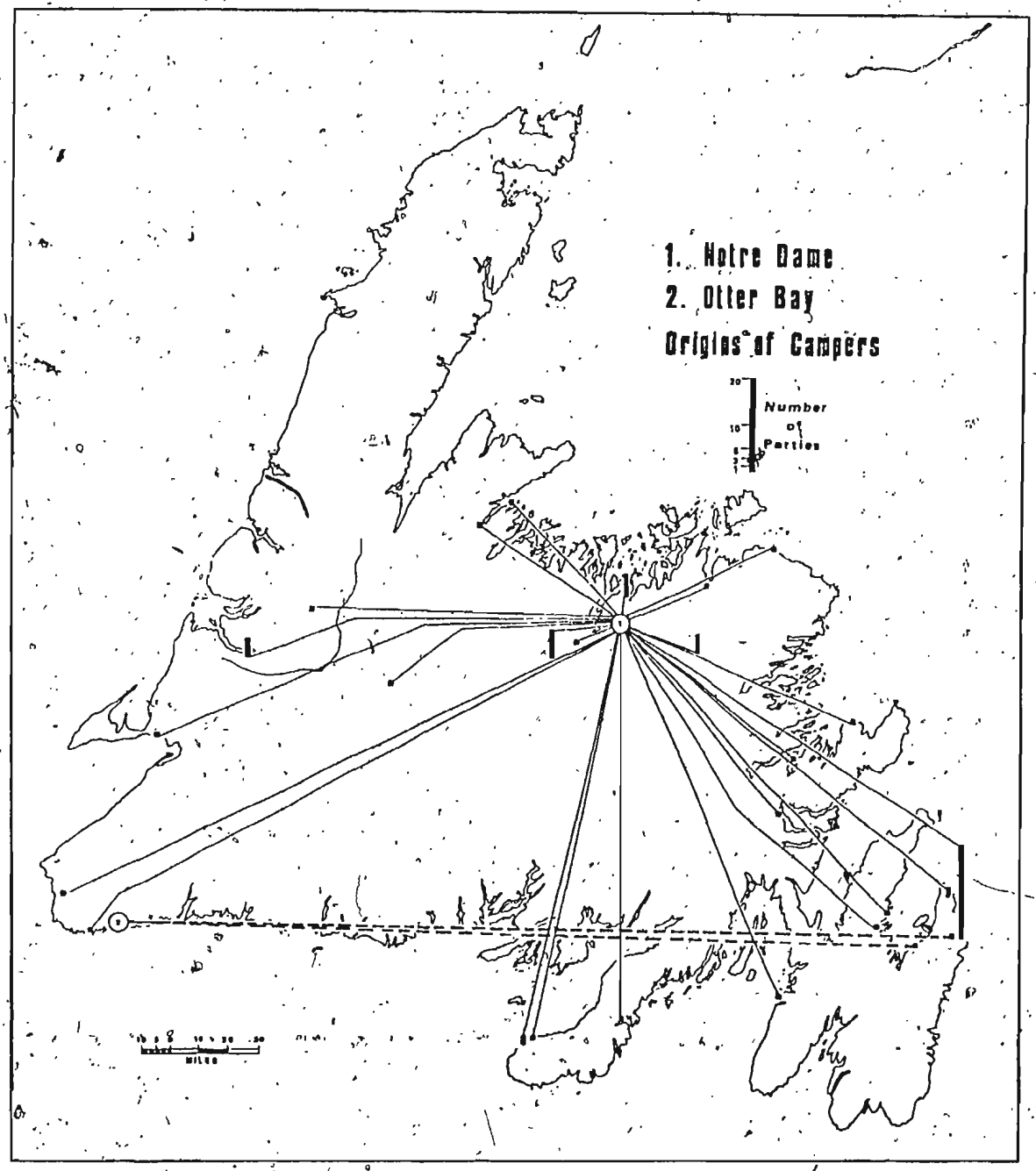

1. Notre Dame
2. Otter Bay
Origins of Campers
Number of Parties

Fig. 3-19

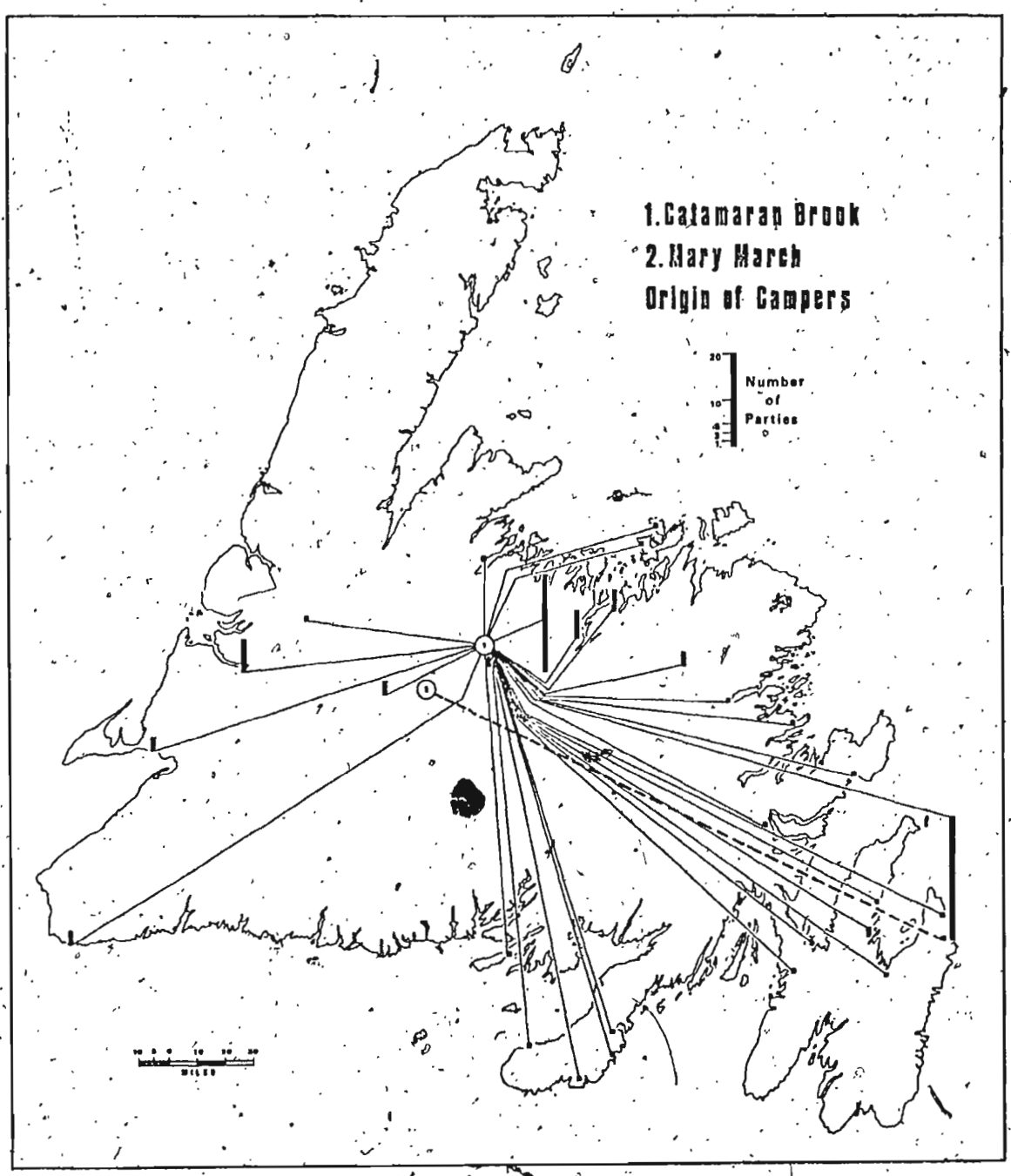

1. Catamaran Brook
2. Mary March
Origin of Campers
Number of Parties

Fig. 3-20

secondary road. Of the campers sampled, one hundred listed Catamaran Brook as a park they visited and almost half of them came from within a fifty-mile radius of the park while twenty-four groups listed St. John's as the point of origin for the trip. There were also six Canadian and four American camping groups sampled who stated they also stayed here. The popularity of this park is due, to a large measure, to the fact that it is centrally located in the province and picks up holiday traffic going both east and west. Mary March Park is among the least frequently used for camping of the Newfoundland Provincial Parks. Only one Newfoundland group and one American group stated they stayed at this park. The main use for this park would appear to be a day-use facility for the residents of the town of Buchans, located nearby.

Of the Newfoundland campers surveyed, thirteen stated they visited Flatwater Pond Park overnight (Figure 3-21). There were also one American and two Canadian parties which stayed there as well. This park is situated well off the Trans-Canada Highway, so the results of the sample as they apply to this park were not unexpected. Jonathan's Pond Park was used by twenty-three Newfoundland groups sampled, eleven of which came from the town of Gander, situated a short distance away. Four Canadian and three American parties sampled used this park as well. It would appear that Jonathan's Pond is used by the residents of Gander as a camping park as well as a day-use park.

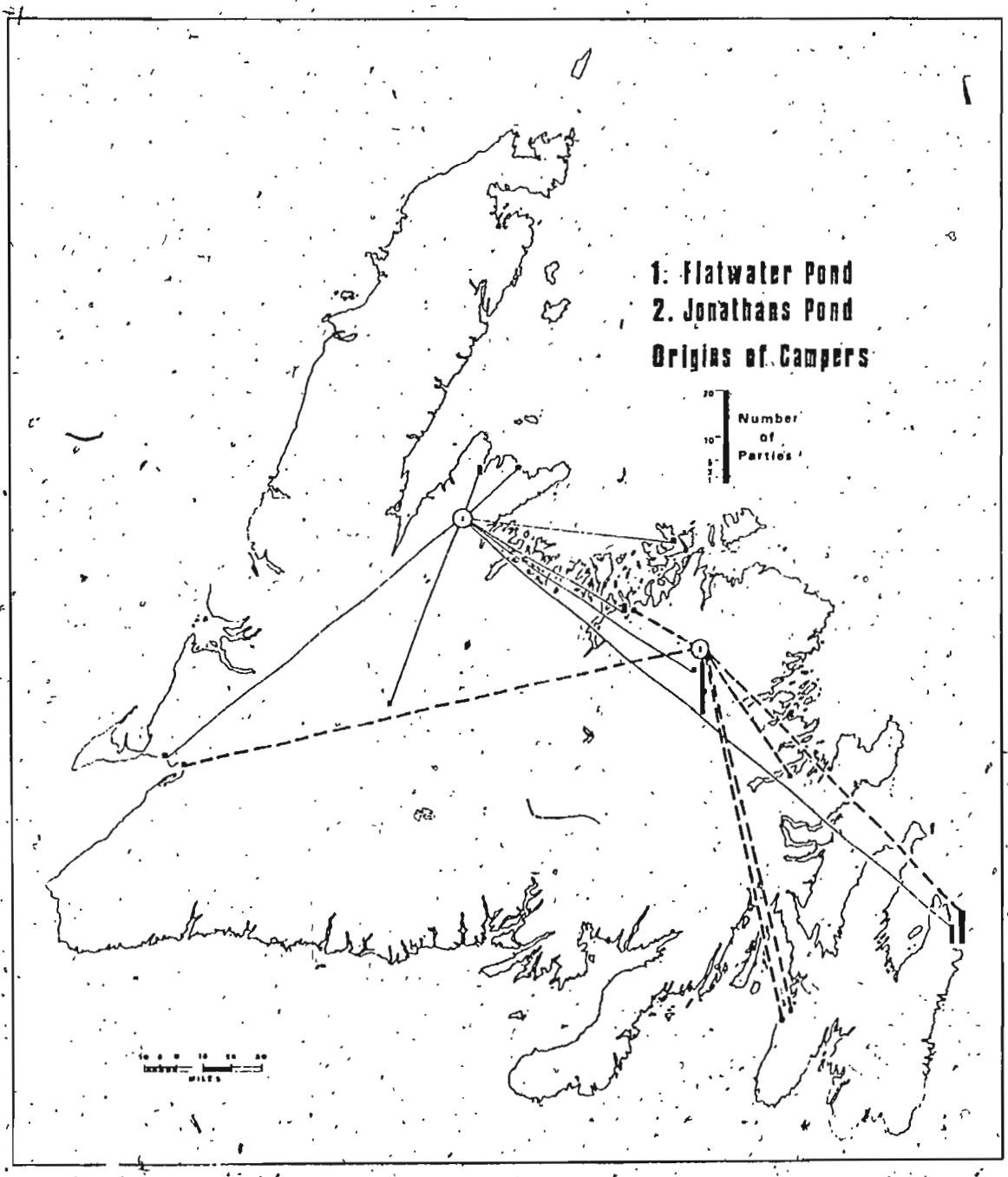

1. Flatwater Pond
2. Jonathans Pond
Origins of Campers
Number of Parties

Fig. 3-21

Figure 3-22 shows the origins of the Newfoundland sample for Indian River and Middle Brook Provincial Parks. As can be readily seen, neither park attracted many Newfoundland camping parties from within a fifty-mile radius. Most of the total of nineteen parties who replied that they stayed at Middle Brook came from St. John's, while the thirteen of those listed for Indian River had their points of origin scattered throughout the Province. Also, one Canadian and two American parties stayed at Indian River, while four American and ten Canadian groups stayed at Middle Brook. The probable reason for the larger number staying at Middle Brook is its location very close to the Trans-Canada Highway.

The origin of Newfoundland campers sampled using Windmill Bight and Dildo Run Parks is shown in Figure 3-23. Dildo Run located well off the major highways had seven of the Newfoundland parties sampled staying there, as well as three parties from Canada and three from the United States. Windmill Bight is also located fairly distant from the Trans-Canada Highway, but forty-one Newfoundland camping parties stayed there. However, one of the few large sandy beaches in the province is located near this park, so it would appear that this attraction cancels out the inconvenience of travel in the minds of the campers. Two Canadian parties and no American groups sampled stayed at this park.

Those Newfoundland camping parties using Grand Codroy Park numbered nineteen, the majority of these coming from within a

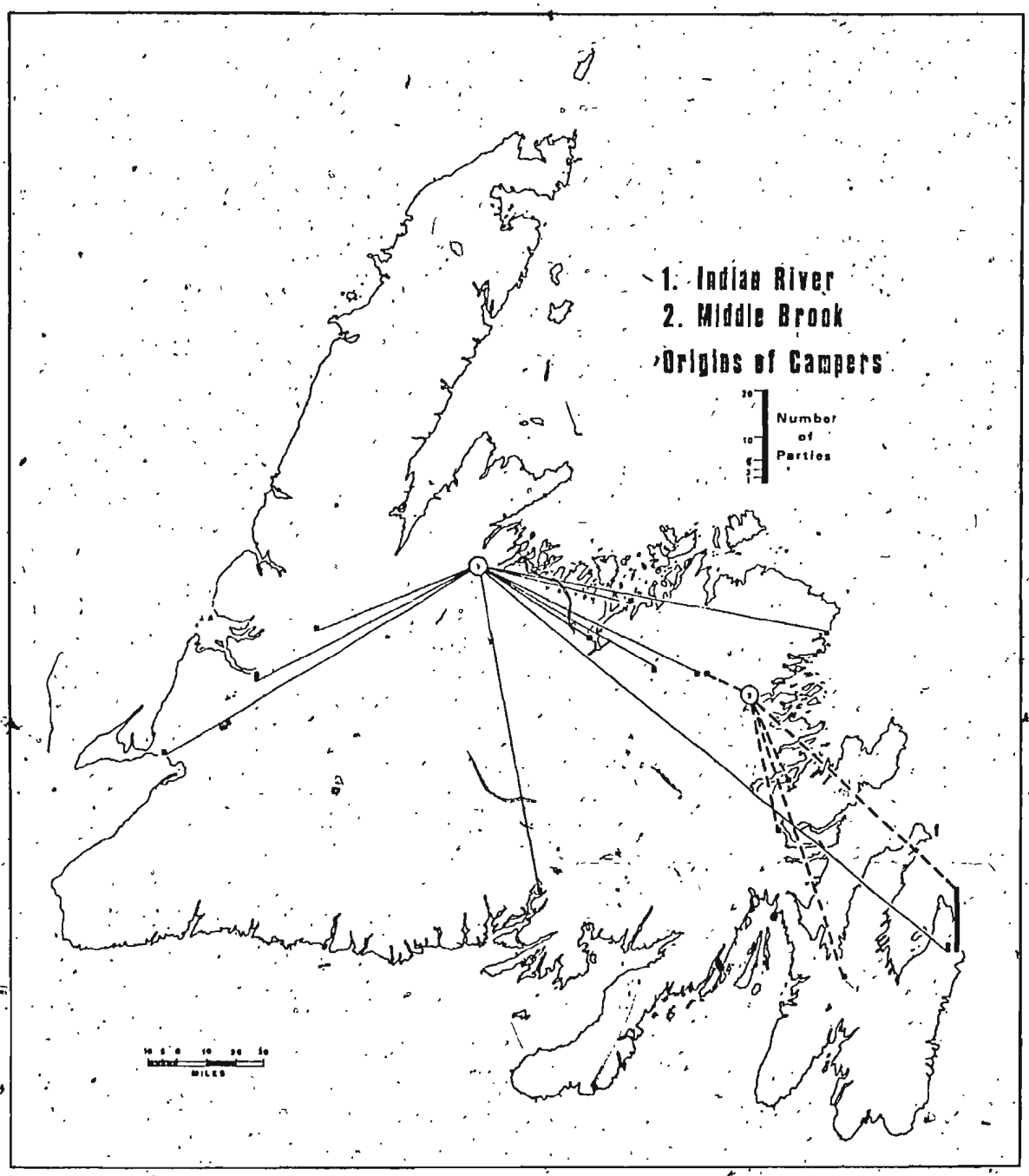

1. Indian River
2. Middle Brook
Origins of Campers
Number of Parties
MILES

Fig. 3-22

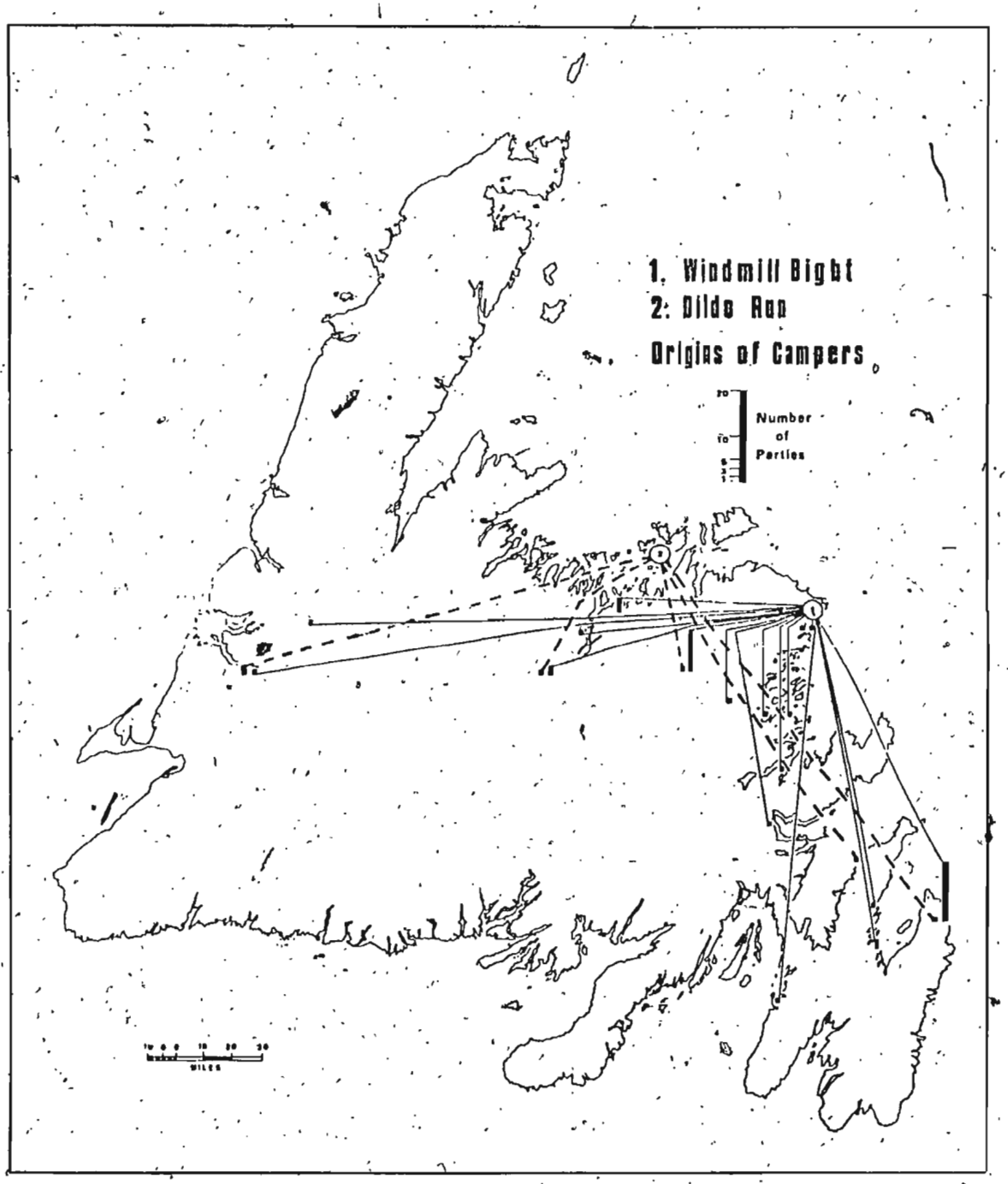

1. Windmill Bight
2. Dildo Run
Origins of Campers
Number of Parties
MILES

Fig. 3-23

fifty-mile radius of the park (Figure 3-24). As well, there were three Canadian and five American parties sampled which used this park. The facilities for overnight camping in this park are among the least numerous in the whole system, although it is occupied fairly regularly as a day-use park. Sop's Arm River Park had six Newfoundland parties out of the total sample staying overnight as well as one American party but no campers sampled from other Canadian provinces visited it. This park serves as another example of the restricted use received by most parks that are not located on or near the Trans-Canada Highway or near a major concentration of population. However, the percentage of copies to total visitors is relatively high in this park.

Piccadilly Head is a provincial park whose main function appears to be that of serving the population in the immediate vacinity (Figure 3-25). Of the eleven Newfoundland parties in the survey which stated they visited this park, nine listed their place of residence as being within a fifty-mile radius of this park, and five of these nine lived in Stephenville. There were also three mainland Canadian parties sampled who stated they stayed at this park, but none from the United States. However, Americans were much more in evidence at River of Ponds Park, even more so than Newfoundland parties sampled. Of the total number of parties sampled that stated they visited this park, twenty-four resided in Newfoundland, nine were from other Canadian provinces, and twenty-six were

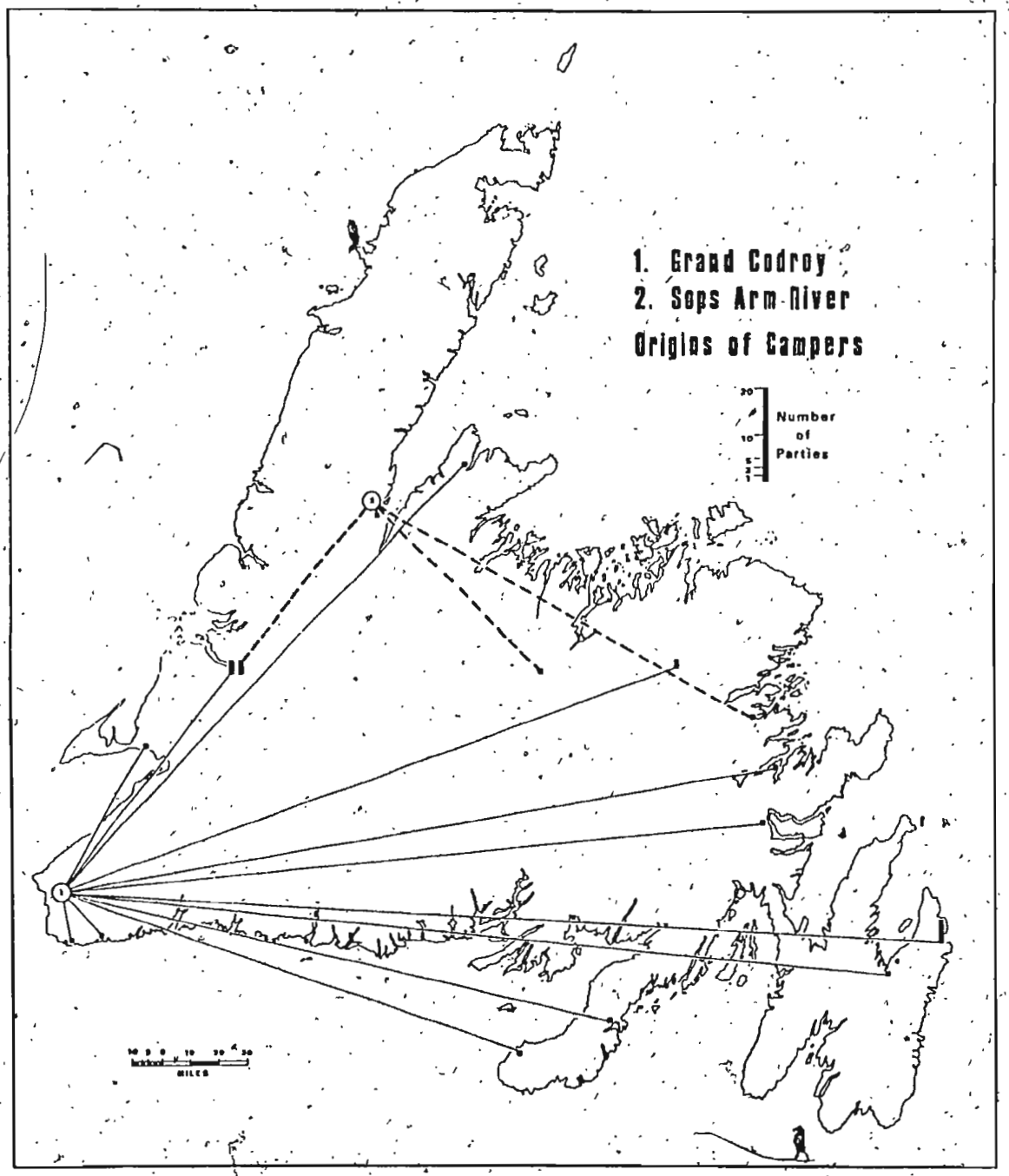

1. Grand Codroy
2. Sops Arm River
Origins of Campers
Number of Parties
MILES

Fig. 3-24

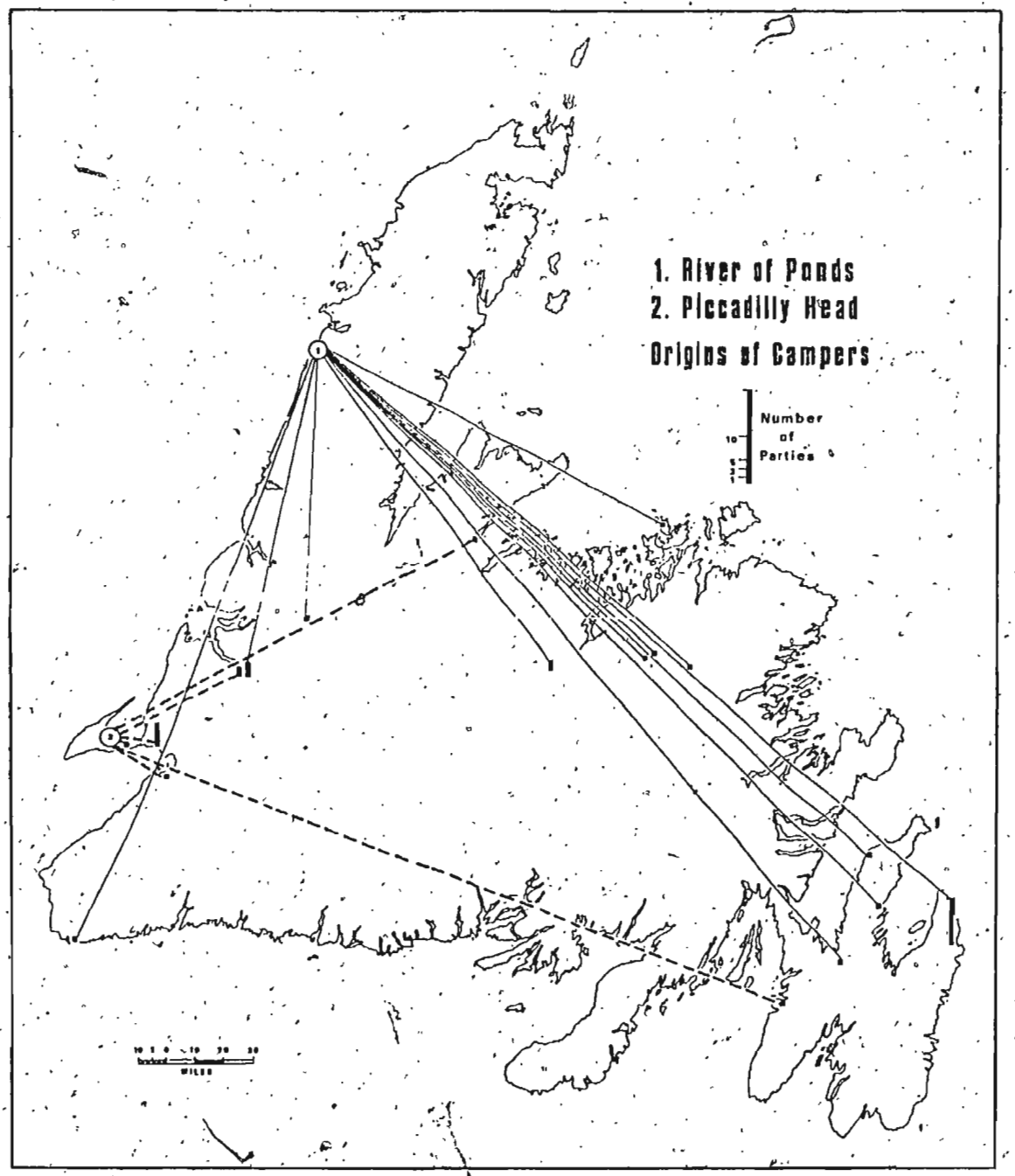

1. River of Ponds
2. Piccadilly Head
Origins of Campers
Number of Parties

Fig. 3-25

from the United States. This park is the closest to the Viking site at L'Anse au Meadows and one of the few areas in the region that has facilities for overnight camping. A proposed park to be built closer to the site should see as much, if not more, use of its facilities as does River of Ponds.

Figure 3-26 shows the origin of Newfoundland parties sampled who visited Crabbes River and Squires Memorial Parks. The former had eleven groups or 1.4% of the total sampled. There were also five Canadian and five American groups sampled who visited this park as well. Of the Newfoundland parties, three were from Stephenville (within a fifty-mile radius) and three were from St. John's, the other origin being scattered throughout the island. Although it is located on the Trans-Canada Highway, Crabbes River is one of the smaller parks in the system and is used mainly as a day-use facility. Of the forty replies received from Newfoundland camping parties saying they stayed at Squires Memorial Park, seven stated their point of origin as St. John's and seven as Corner Brook. Sixteen of those replying, including the Corner Brook groups, came from within a fifty-mile radius of the park. Sir Richard Squires Memorial Park is one of the largest provincial parks in Newfoundland and has an excellent salmon river, the Humber, flowing through it. Although it is not located on the Trans-Canada, its attractions are such that the park's drawing power is considerable, it being one of the most frequently used parks each year.

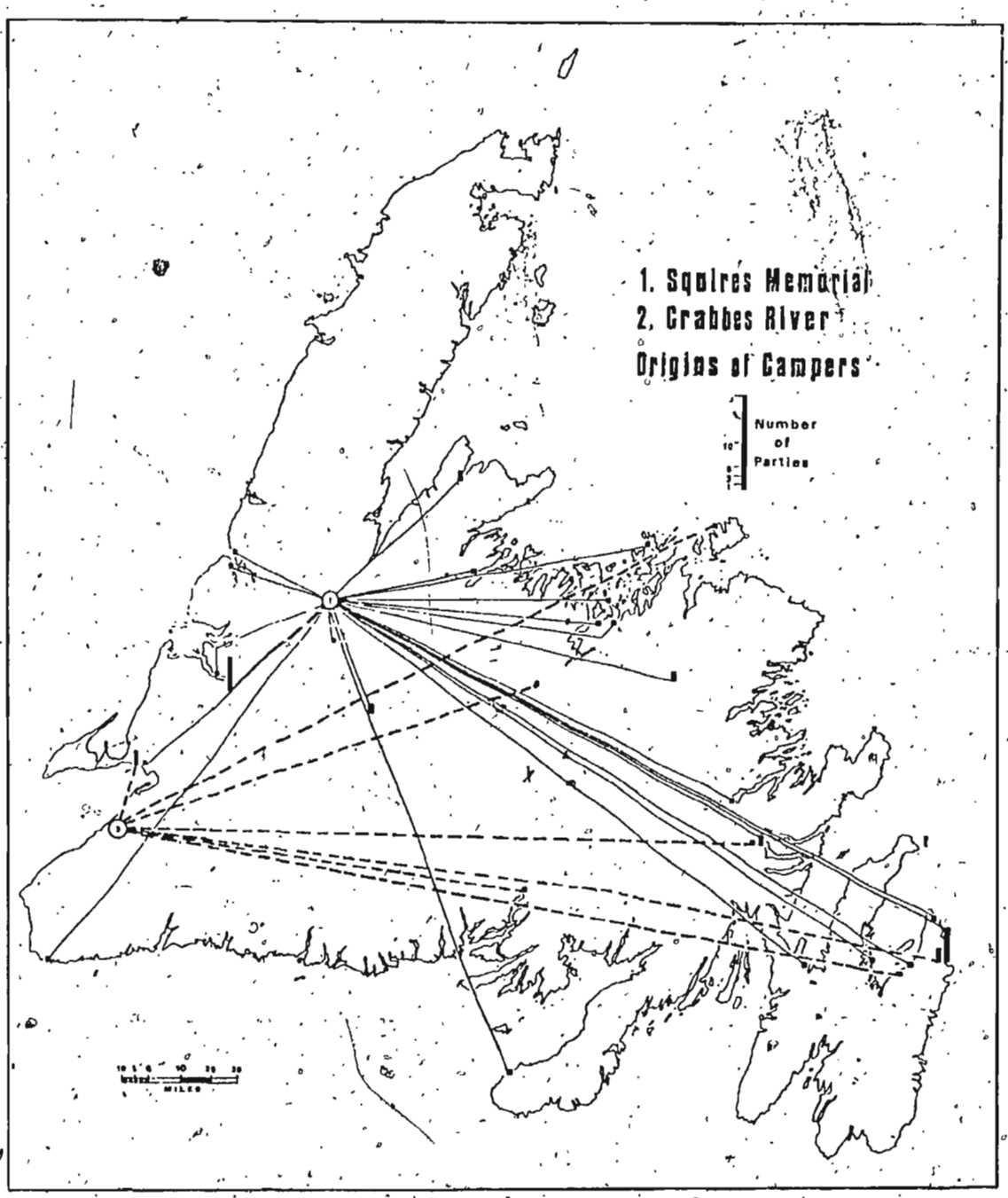

1. Squires Memorial
2. Crabbes River
Origins of Campers
Number of Parties

Fig. 3-26

The last diagram in this series, Figure 3-27, shows the origin of Newfoundland campers sampled who stated they stayed at J. T. Cheeseman and Barachois Pond Parks. Of the fifteen Newfoundland parties sampled replying they stayed at Cheeseman, five were from St. John's, two from Corner Brook, and five, were from Channel/Port-aux-Basques. Twenty-five Canadian and twenty-eight American parties sampled also stayed at this park. This park, although not very large, serves a two-fold function. It is used by the residents of the area, mainly Channel/Port-aux-Basques, as a day-use facility and it also serves as a stopover point for Newfoundlanders leaving the province and outside tourists coming here. These campers frequently stop here because this park is the closest to the ferry terminal at Port-aux-Basques. Barachois Pond Provincial Park is one of the most popular camping parks in the province. Of the Newfoundland parties sampled, eighty-two stayed at Barachois Pond. Of these, thirty-two were from Corner Brook, thirteen from St. John's, six from Stephenville, and five from Port-aux-Basques. Forty-four parties or 54% came from within a fifty-mile radius of this park. There were also nineteen Canadian and twenty United States camping parties sampled who stated they stayed here. This park, the largest in the Newfoundland system, is located near the Trans-Canada Highway, thus easily accessible. Also, it has excellent scenic qualities and good camping facilities. It could be classed as the regional park for the west coast area of the province. However, it is frequently subject to over-use and subsequent misuse.

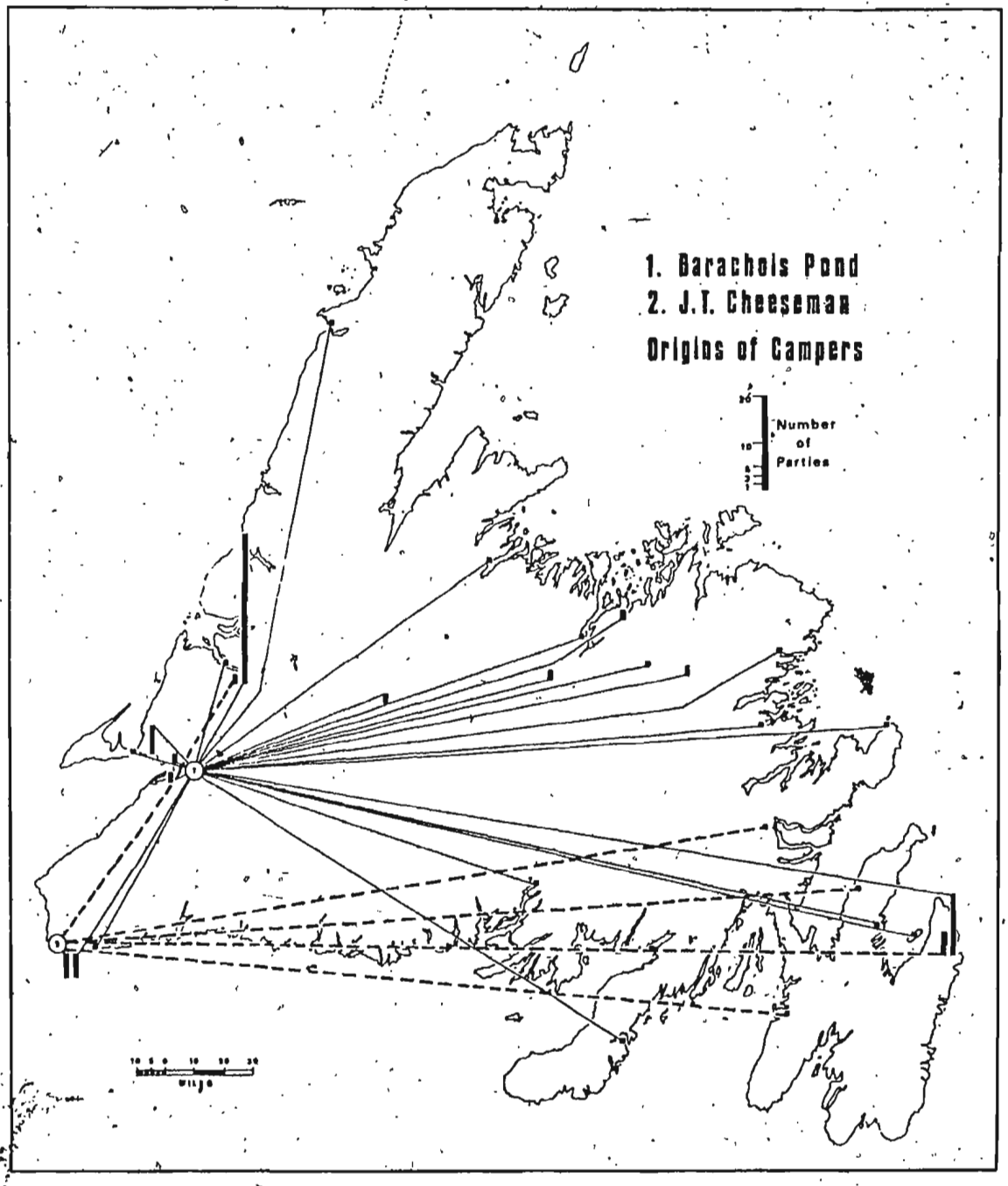

1. Barachois Pond
2. J.T. Cheeseman
Origins of Campers
Number of Parties

Fig. 3-27

Care has to be taken to see that this park is not used to the point where its ecology is destroyed and thereby preventing Barachois Pond park from always remaining as attractive as it is now.

The number of Newfoundland camping parties sampled and the parks at which they stayed is shown in Figure 3-28. The first ten most visited parks accounted for 594 parties of 78.3% of the total Newfoundland sample, Figure 3-30. Six of these parks are located very near the Trans-Canada Highway, and the other four, Bellevue Beach, Windmill Bight, Squires Memorial and River of Ponds have outstanding attractions in comparison to the other parks in the system. Seven of the first ten parks (Figure 3-29), Catamaran, Barachois, Butter Pot, Notre Dame, Gushue's Pond, Bellevue Beach and Squires Memorial, are also among the first ten parks in total number of campers up to and including 1970 as shown by Figure 3-5. Therefore, this would seem to show that the replies to the sample taken agree reasonably well with the statistics gathered by the Newfoundland Provincial Parks Service concerning the popularity of the various parks for camping.

Size of Party

The average size of a camping party in the sample agrees quite closely with that figure used by the Newfoundland Provincial Parks Service and the National and Historic Parks Branch of the Federal Department of Indian Affairs and Northern Development. These agencies use a multiplier of four when

Park Visits By Newfoundland Sample

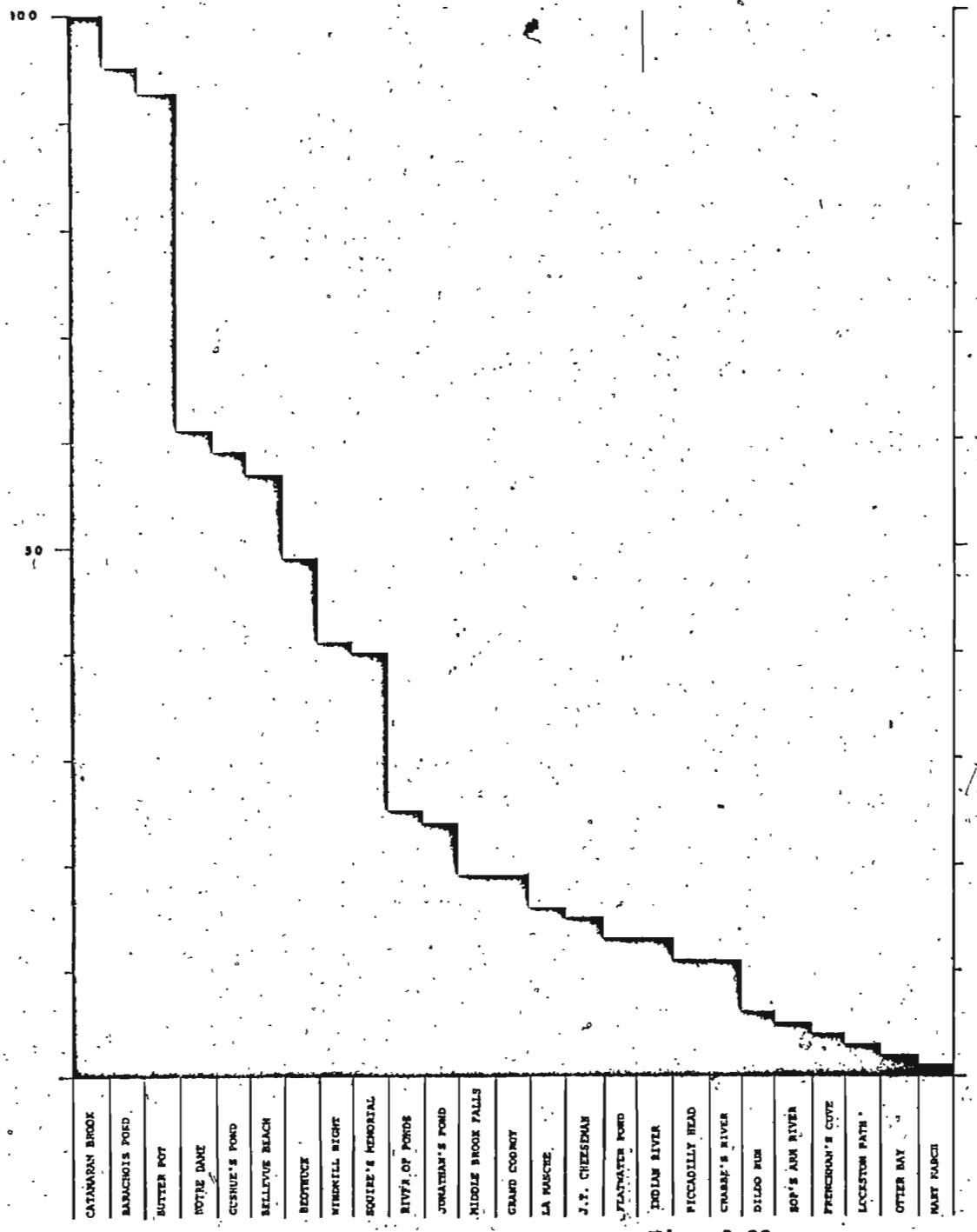


Fig. 3-28

DISTRIBUTION OF NEWFOUNDLAND CAMPING PARTIES BY PARK

	Park	No. of Parties in Sample		Per Cent	
1.	Catamaran	100		13.20	
2.	Barachois	82		10.80	
3.	Butter Pot	81		10.70	
4.	Notre Dame	61		8.30	
5.	Gushue's Pond	59		7.70	
6.	Bellevue Beach	57		7.50	
7.	Beothuck	49		6.50	
8.	Windmill Bight	41		5.40	
9.	Squires	40		5.30	
10.	River of Ponds	24	594	3.20	78.2%
11.	Jonathan's Pond	23		3.03	
12.	Middle Brook	19		2.50	
12.	Grand Codroy	19		2.50	
13.	La Manche	16		2.10	
14.	Cheeseman	15		1.97	
15.	Indian River	13		1.70	
15.	Flatwater Pond	13		1.70	
16.	Piccadilly Head	11		1.40	
16.	Crabbs River	11		1.40	
17.	Dildo Run	7		.90	
18.	Sop's Arm River	6		.79	
19.	Frenchman's Cove	5		.70	
20.	Lockston Path	4		.50	
21.	Otter Bay	2		.30	
22.	Mary March	1		.10	
		759		100%	

Fig. 3-29

considering the number of persons per party visiting their parks. In the sample taken for this thesis, the average number of people per camping party was 4.021 (Figure 3-30). If based on the origin of the party, the average size was 4.28 people per Newfoundland group, 3.28 per Canadian and 3.46 persons per American party. There appears to be a relationship in this sample between the party size and the point of origin, but how strong the correlation was could not be determined. It can be said, however, that party size of campers from the more distant points of origin, i.e. mainland Canada and the United States, were on the average slightly smaller than those of Newfoundland.

Age

A cross tabulation was made between the age of the head of the party and the number of parties. The total number of replies of this question concerning the head of the party was 1077, of which 744 were of Newfoundland origin, 155 of mainland Canadian and 148 American. The largest number of parties were concentrated in those groups where the age of the head of the party was between 20 and 50 years with the peak between 25 and 40 years. (Figures 3-31 and 3-32 show the relationship in graphic form.) There is a steady rise in the number of parties according to age towards the peak and after age 50 there is an overall decline in the number of parties. The average age of the head of the parties sampled was 38.7 years. According to origin, the average ages were: Newfoundland - 37.8 years; Mainland Canada - 37.2 years; United States - 44.6

Number in Party by Origin

No. in Party	Nfld. Parties	Nfld. Persons	Canada Parties	Canada Persons	United States Parties	United States Persons	Total Parties	Total Persons
1	2	2	4	4	8	8	14	14
2	114	228	66	132	53	106	233	466
3	114	342	19	57	16	48	149	477
4	272	1088	33	132	41	164	346	1384
5	143	715	22	110	25	125	190	950
6	62	372	8	48	13	78	83	498
7	44	308	4	28	3	21	51	357
8	23	184	-	-	-	-	23	184
9	13	117	-	-	-	-	13	117
10	1	10	-	-	-	-	1	10
11	0	0	-	-	-	-	0	0
12	1	12	-	-	-	-	1	12
	789	3378	156	511	159	550	1104	4439
Average		4.28		3.28		3.46		4.02

Fig. 3-30

AGE OF HEAD OF NEWFOUNDLAND SAMPLE

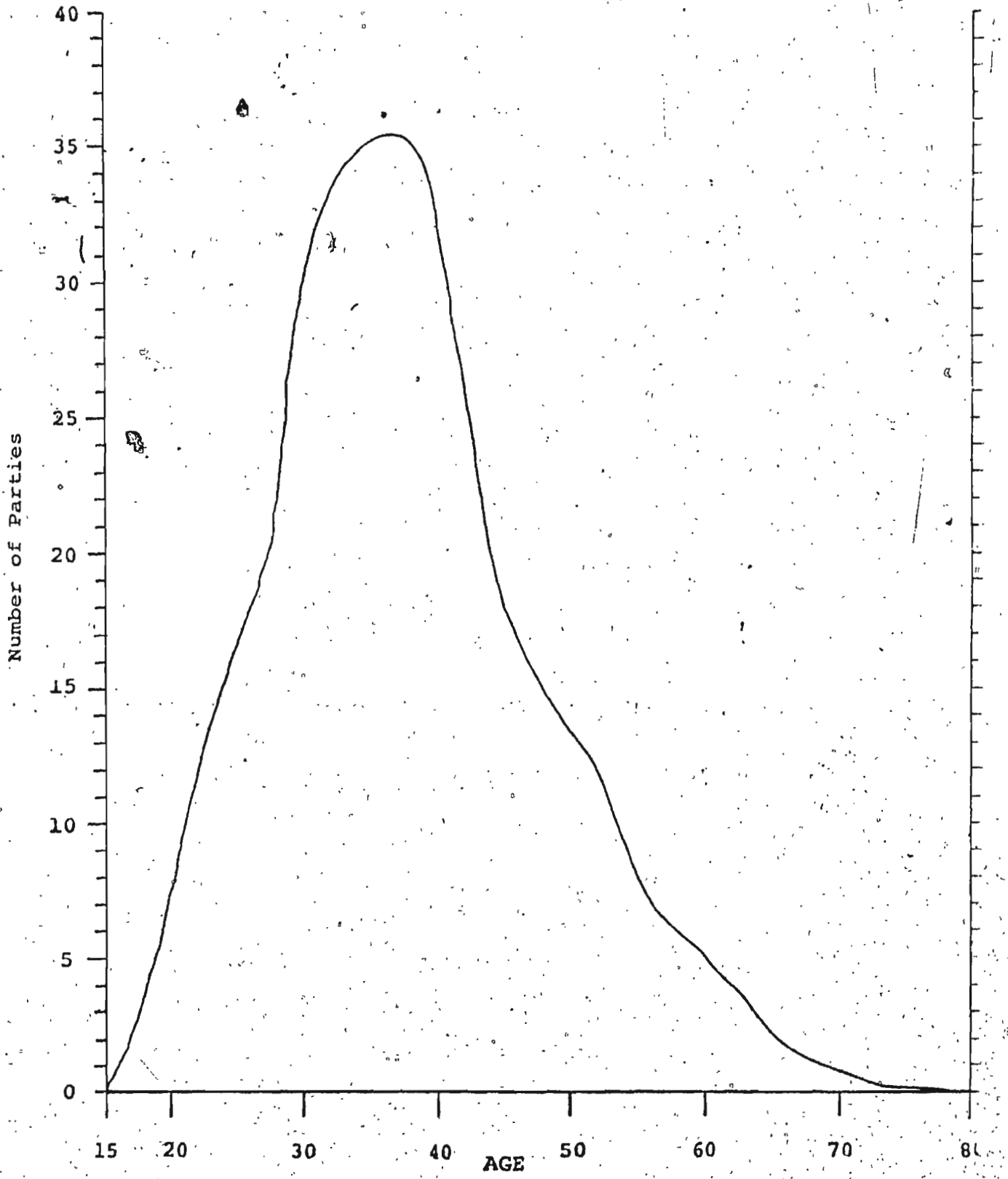
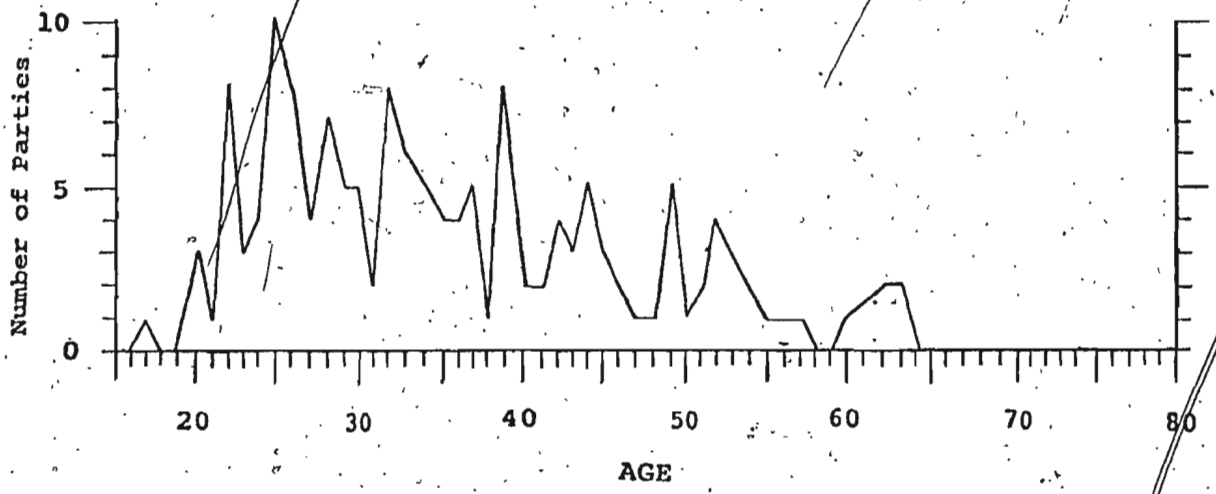


Fig. 3-31

AGE OF HEAD OF CANADIAN SAMPLE



AGE OF HEAD OF AMERICAN SAMPLE

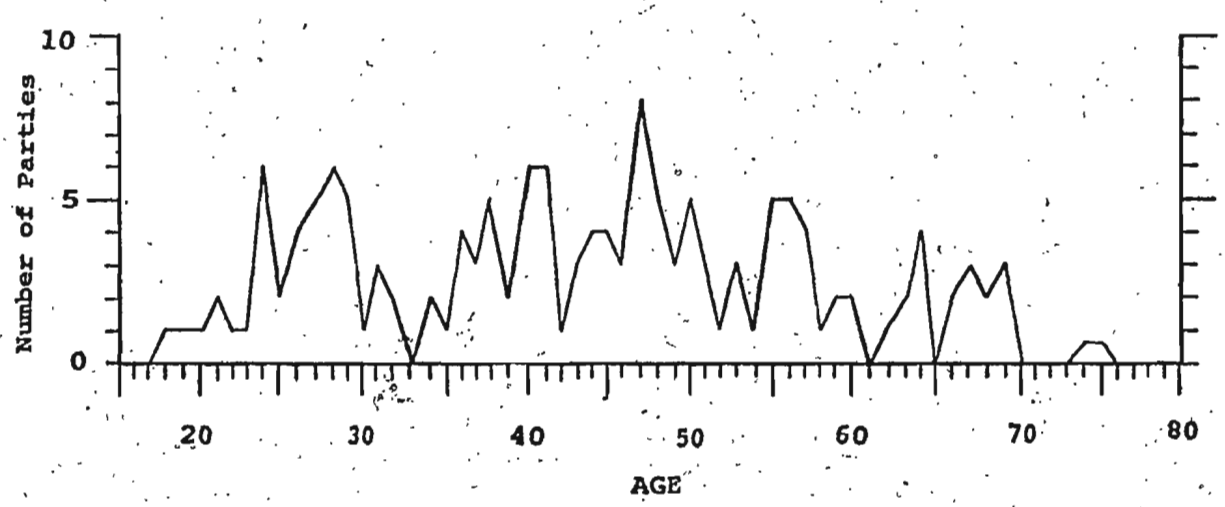


Fig. 3-32

years. Broken down by origin, those of Newfoundland origin follow the overall pattern, but it would appear that neither the Canadian or American sample was really large enough to be able to make any conclusive statements.

With regard to the age of the oldest female in the party, approximately the same situation exists. The largest numbers are contained in the 20-50 year old bracket with the greatest concentration in the 25-40 year old groups. The overall average age of the oldest female per party sample was 36.3 years. By origin, the average ages were: Newfoundland 35.6 years; Mainland Canada - 34.9 years; United States - 42.9 years. The peaks showing the female age by number of parties follows ahead of those showing male age, which would seem logical since wives are usually a few years younger than their husbands.

In the 1104 parties in the sample, there were 2035 children in the following age groups: 0-5 years old, 530; 6-10 years old, 682; 11-20 years old, 823. This is an average of 1.84 children per party.

Thus far, the following statements can be made concerning the characteristics of camping parties sampled in the survey used for this thesis:

(a) The average size of the party is 4 persons.

(b) The age of the parents is for the most part between 25-40 years old, with the average age of the head of the party 38.7 years and his wife's average age being 36.3 years.

(c) Each family has an average of two children.

Education

The educational characteristics of those sampled will now be considered. In the camping groups sampled, 1063 male heads of party replied to the question concerning educational attainment. Of these 764 were from Newfoundland, 152 were mainland Canadians, and 147 were Americans. The majority of Newfoundlanders completed high school only (40.57%). Most of the Canadians had completed university (27.63%), while the largest group of Americans classified by educational attainment were post-graduates (37.41%), (Figure 3-33). This sample also showed that approximately 78% of the Americans, 74% of the Canadians and 32% of the Newfoundlanders had at least some university education. The number of Newfoundlanders who were university graduates and post-graduates declined in comparison with those who had some university, while the situation for Canadians and Americans in the sample showed an increase of university graduates and post-graduates over those with just some university. Thus, it would appear from the sample that there is a direct relationship between place of origin and the quality of education.

The number of replies concerning educational attainment of the oldest female (wife) in the party was 1063, of which 764 were from Newfoundland, 152 from other Canadians and 147 from Americans (Figure 3-34). Again Newfoundland women led the other two groups in completion of high school as the furthest they had advanced in their education (47.35%). The largest group by educational attainment for both mainland

Percentage Distribution of Educational Attainment in Sample by Origin

Eldest Male in Party

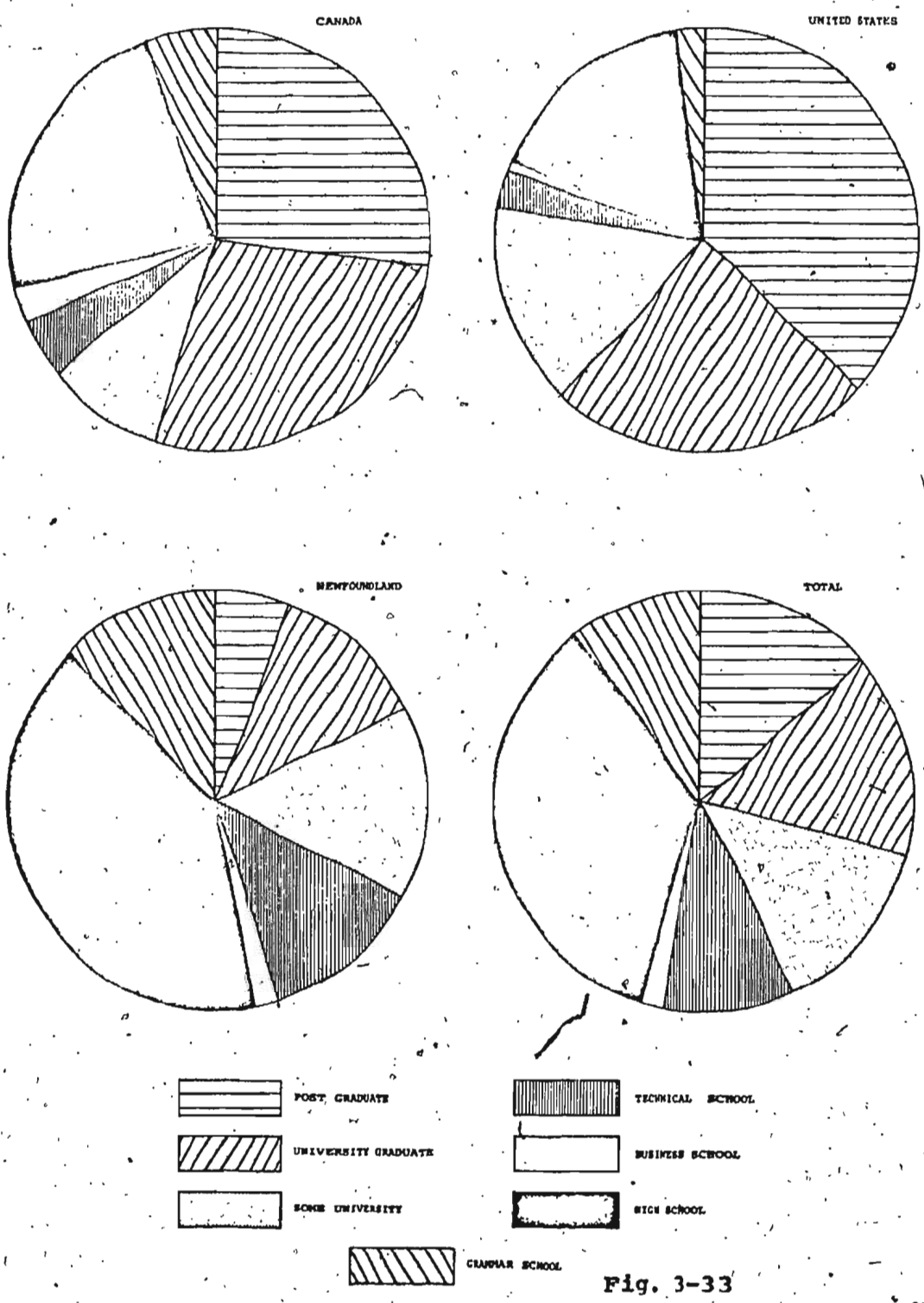


Fig. 3-33

Percentage Distribution of Educational Attainment in Sample by Origin Eldest Female in Party

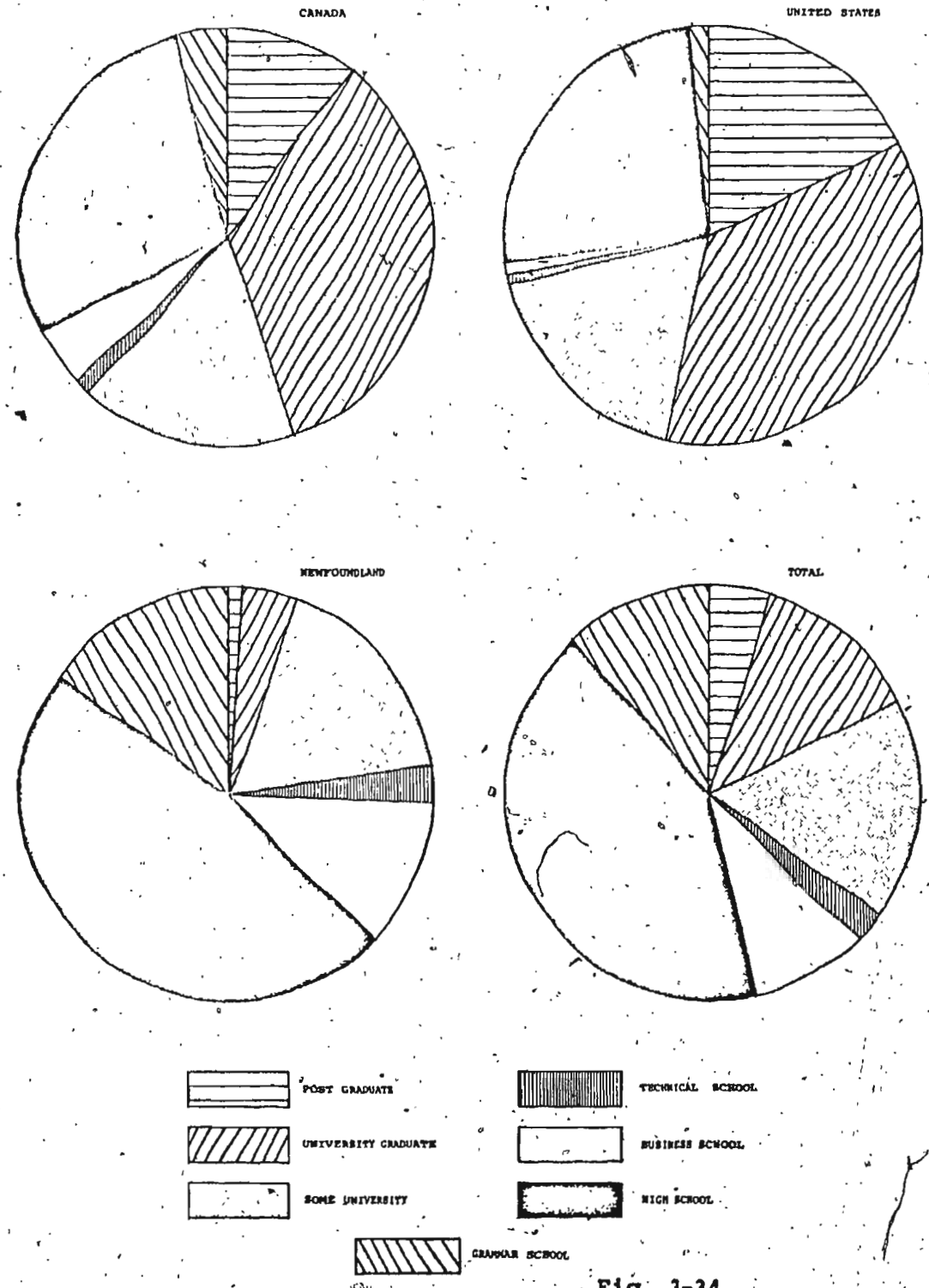


Fig. 3-34

Canadians and Americans sampled was university graduation (34.02% and 35.71% respectively). The sample also showed that approximately 23% of the Newfoundland females, 62% of the Canadian and 71% of the American had had at least some university education was approximately the same for all three groups but the proportion of other Canadian and American women who were university graduates and post-graduates was much higher than Newfoundland females.

Income

There is usually a correlation between educational attainment and income and this situation held true for the sample taken for this thesis. In Figure 3-35 is shown the income distribution by percentage of the sample for each major point of origin, that is, Newfoundland, mainland Canada and the United States. In reply to the question concerning annual family income, there were 681 replies from those of Newfoundland origin, 147 from Canadians and 145 from Americans, for a total of 973 replies. It can be seen that the majority of Newfoundland camping parties had an annual family income below $10,000 and most of these were in the $7,000 - $9,999 range (32%), followed by those in the $10,000 - $14,999 category (29%). Sixty-two percent of those groups sampled from Newfoundland had an annual family income of less than $10,000, while for thirty-two percent of the sample, the family income was above $10,000. In the mainland Canadian sample, the largest percentage were those in the $10,000 -

Percentage Distribution of Income in Sample by Origin

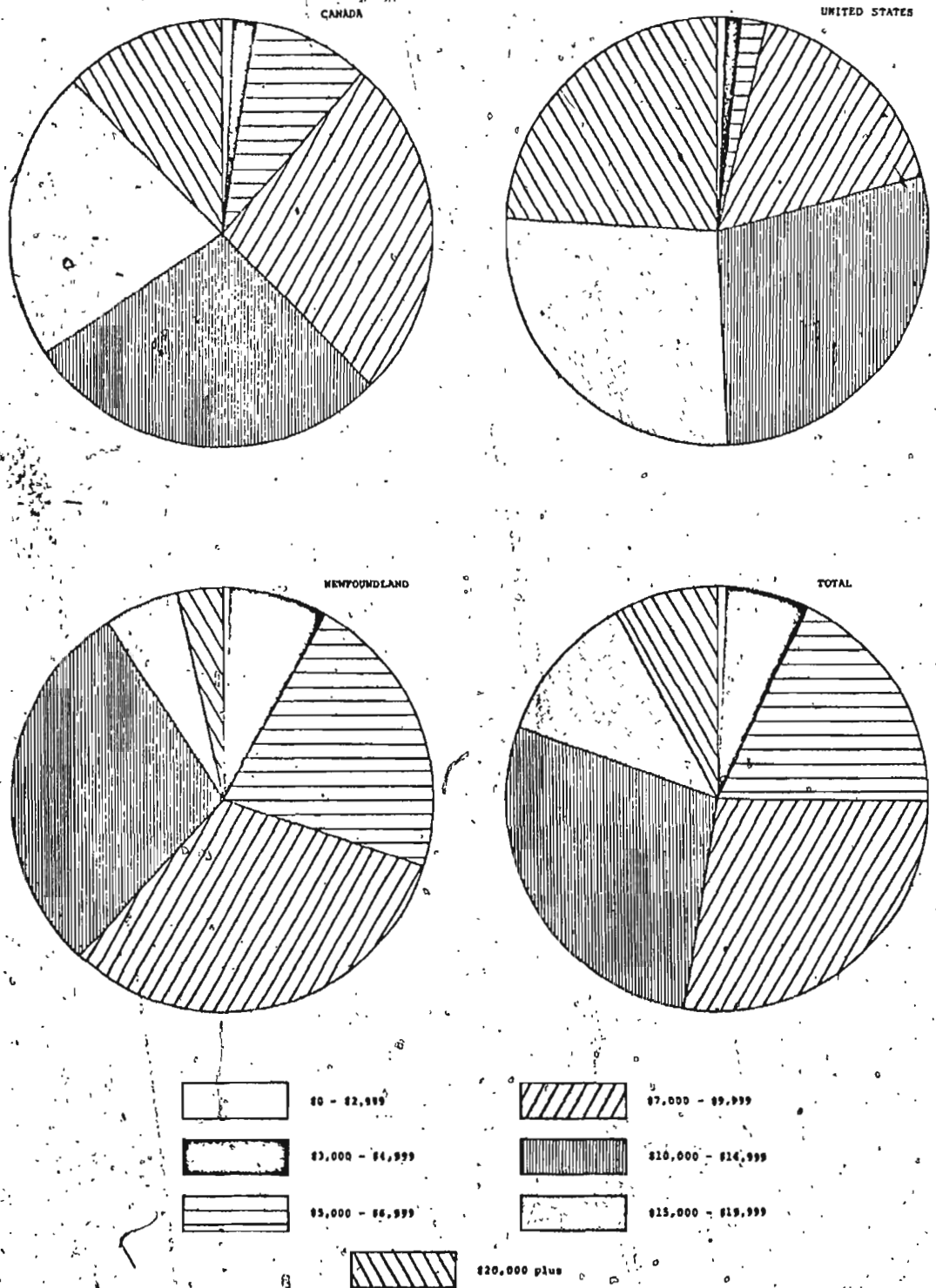


Fig. 3-35

$14,999 category (28%), followed by those in the $7,000 - $9,999 income groups (27%). The percentage of those whose yearly family income was below $10,000 was 37% and those above $10,000 was 63%. In the sample taken for those parties whose point of origin was the United States, the largest percentage again fell into the $10,000 - $14,999 income of less than $10,000 and 81% were over $10,000 (Figue 3-36). The average overall family incomes were: Newfoundland - $9,011, mainland Canadians - $12,577, Americans - $15,999.

Thus, it can be seen that there is a direct correlation between educational attainment and income in this sample of camping parties. The higher one's education attainment, the higher one's income in most cases. This is shown quite clearly in Figure 3-37. Of these Newfoundland parties sampled, 68% of the head (male) of party had no university education and 32% had at least some. In 62% of this sample, the family income was below $10,000 annually and for 38% it was over $10,000 per year.

The mainland Canadian sample showed 36% with no university and 37% with incomes below $10,000 annually and 64% with some university education and 63% with an annual family income of over $10,000. For American campers sampled, the percentages were 22% with no university and 19% with incomes below $10,000 yearly and 78% with at least some university and 81% with annual incomes above $10,000. It might also be added that not only does there appear to exist a direct correlation between that in this sample, the Americans, as a group, were better educated

Summary

Annual Family Income Distribution by Origin

	$9999 or less	$10,000 or more
Newfoundland	62%	38%
Canada	37%	63%
United States	19%	81%
Overall Average	52%	48%

Fig. 3-36

COMPARISON OF EDUCATION OF HEAD OF PARTY AND INCOME

	Male Education		Family Income	
	No, Univ.	Some Univ.	$9999 or less	$10,000 or more
Nfld.	68%	32%	62%	38%
Canada	36%	64%	37%	63%
U.S.A.	22%	78%	19%	81%
Total	57%	43%	52%	48%

Fig. 3-37

and had higher incomes than did Canadians who in turn were better educated and had higher incomes than did Newfoundlanders.

Reason for Visits

Another question on the survey concerned the reason for the camping trip. Ten choices were given and those replying were asked to state the reason for the trip in order of importance. Those replying gave anywhere from one to five answers to this question. The choices given were: camping, picnicking, swimming, boating, fishing, hiking, photography, viewing scenery, nature study, and other. For analytical purposes, the replies were broken down by point of origin. The most frequently given reason from this camping sample for the trips to the parks was naturally camping.

There were 1099 replies to this question and of these 786 were from Newfoundland parties, 159 were from Canadian parties, and 154 from those from the United States. Of these, 86.5% of the Newfoundland groups said camping was the most important reason, 92.5% of the Canadian parties stated this fact, and 79.2% of the American groups (Figure 3-38). One thousand and twenty-three replies were received concerning the second most important reason for visiting the parks and of these 732 were from Newfoundland, 145 were from the mainland Canada, and 146 were from the United States.

Of those from Newfoundland, 41.5% stated that swimming was the second most important reason for the trip. Of those from Canada (35.2%), picnicking was the second most important

REASONS FOR TRIP TO PARKS (in Rank Order)

By Percentage of Sample

1st Reason	1	2	3	4	5	6	7	8	9	10
Nfld.	86.5	1.4	2.7	.6	3.9	.1	.1	2.4	.1	2.0
Canada	92.5	.6	0	0	.6	0	0	4.4	0	1.9
U. S. A.	79.2	0	.6	0	4.5	.6	0	5.8	.6	8.4
2nd Reason	**1**	**2**	**3**	**4**	**5**	**6**	**7**	**8**	**9**	**10**
Nfld.	7.9	22.4	41.5	4.4	10.4	1.4	1.9	7.8	1.2	1.1
Canada	4.1	35.2	19.3	1.4	9.7	1.4	7.6	17.9	2.1	1.4
U. S. A.	6.8	17.1	11.6	3.4	13.7	3.4	8.9	30.1	4.1	.7
3rd Reason	**1**	**2**	**3**	**4**	**5**	**6**	**7**	**8**	**9**	**10**
Nfld.	2.0	13.7	26.1	7.4	14.7	7.0	5.8	18.2	2.9	2.1
Canada	0	5.6	27.8	1.6	7.1	4.0	13.5	31.8	7.1	1.6
U. S. A.	5.4	3.8	11.5	5.4	10.8	6.2	23.1	26.2	6.2	1.5
4th Reason	**1**	**2**	**3**	**4**	**5**	**6**	**7**	**8**	**9**	**10**
Nfld.	.8	11.8	10.7	10.0	15.2	13.9	11.5	17.3	3.7	5.2
Canada	0	6.3	7.8	3.1	10.9	9.4	25.0	15.6	14.1	7.8
U. S. A.	3.5	9.3	5.8	5.8	2.3	12.8	27.9	17.4	12.8	2.3
5th Reason	**1**	**2**	**3**	**4**	**5**	**6**	**7**	**8**	**9**	**10**
Nfld.	.8	11.8	10.7	10.0	15.2	13.9	11.5	17.3	3.7	5.2
Canada	0	6.3	7.8	3.1	10.9	9.4	25.0	15.6	14.1	7.8
U. S. A.	1.7	8.3	13.3	1.7	5.0	21.7	10.0	10.0	20.0	8.3

REASONS

1. Camping
2. Picnicking
3. Swimming
4. Boating
5. Fishing
6. Hiking
7. Photography
8. Viewing Scenary
9. Nature Study
10. Other

Fig. 3-38

reason, and of the American visitors, 30.1% stated that viewing scenery was the second most important reason for visiting the provincial parks.

Those that gave a third reason for visiting the parks numbered 914, of which 658 were from Newfoundland, 126 from Canada, and 130 from the U.S.A. Again swimming was the most important activity that Newfoundlanders stated as the third reason they visited the parks (26.1%). Both Canadian and American parties stated that viewing scenery was the third most important reason why they camped in Newfoundland. Thirty-one point eight per cent of the Canadian and twenty-six point two per cent of the American groups stated this reason.

Five hundred and thirty-two parties gave a fourth reason for visiting the parks, of which 382 were from Newfoundland, 64 were from mainland Canada, and 86 were from the United States. Seventeen point three per cent of the Newfoundlanders stated that viewing scenery was the fourth most important reason they visited the park, while 25% of the Canadian visitors and 27.9% of the American visitors stated photography as the fourth most important reason for visiting the parks.

Only 362 replies stated a fifth reason for the trip to the Provincial Parks. Of these, 260 were Newfoundland, 42 were Canadian and 60 were American. Twenty-three point one per cent groups stated viewing scenery as the fifth most important reason for the park visit, 21.7% of the American group stated that hiking was the fifth most important reason for the park visit while the Canadian group stated that

photography, viewing scenery, and nature study were all important equally as the fifth reason for the trip to the park.

Besides camping, the four other most important reasons for a trip to any of the provincial parks are swimming, which is particularly important to the Newfoundland group, picnicking, viewing scenery, and photography. These latter two seem to be very important to the mainland Canadian and American groups as the second, third, and fourth most important reasons for visiting Newfoundland provincial parks.

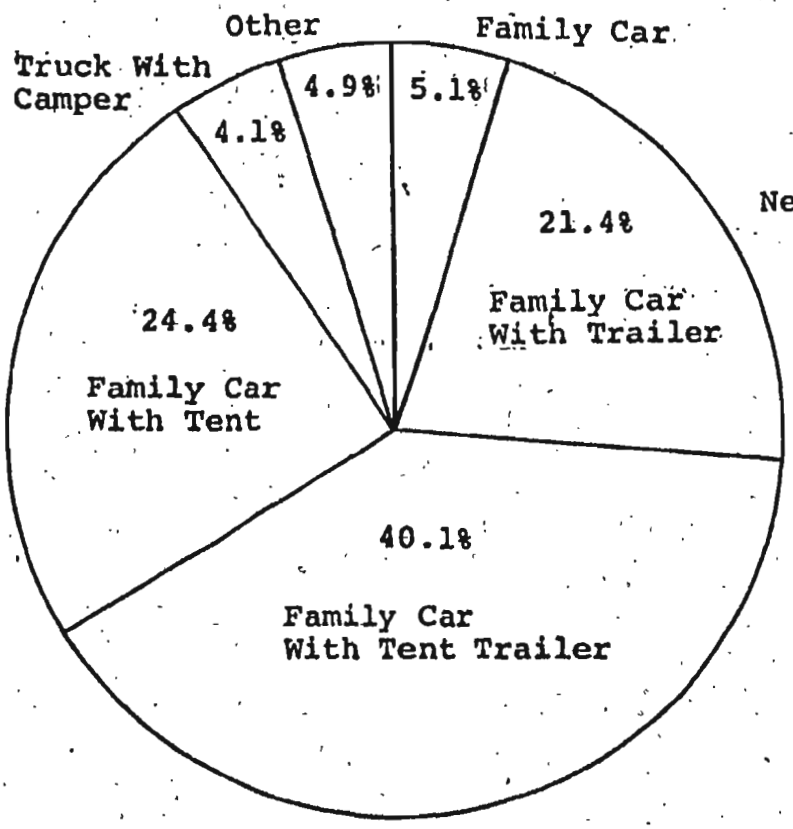
Mode of Travel

There were 1101 replies to the question in the survey concerning the type of transportation used in travelling to the parks. Of these, 786 were from Newfoundland, 159 from mainland Canadians and 156 from visitors from the United States. The types of tranportation which could be checked in the question were:

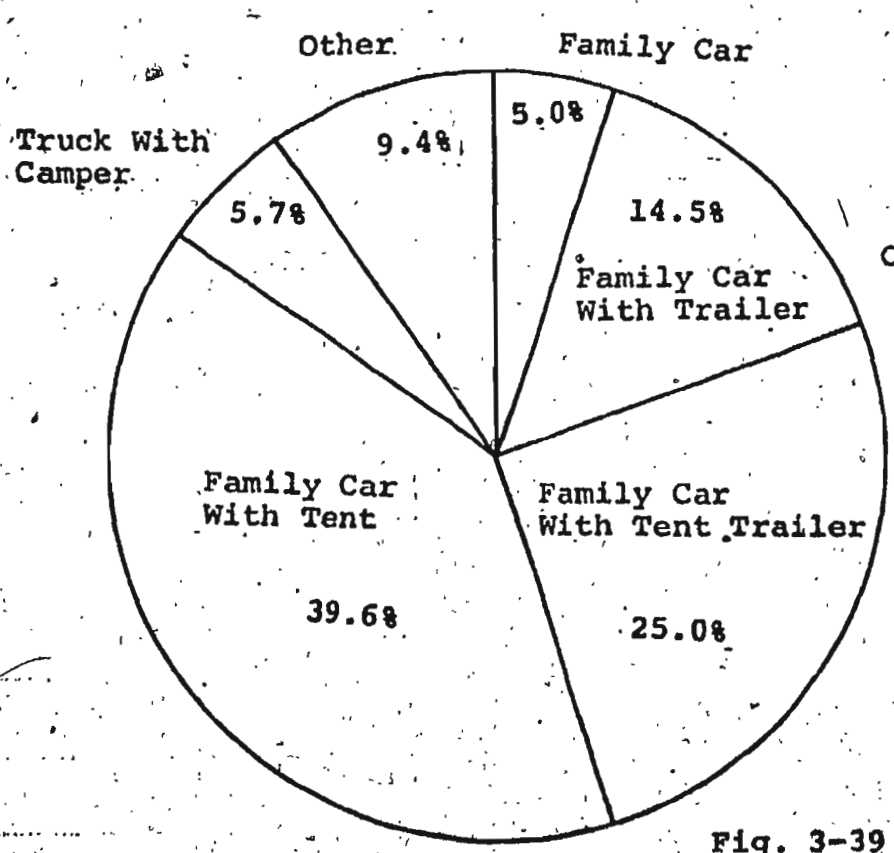
a. family car
b. family car with trailer
c. family car with tent trailer
d. family car with tent
e. rented car
f. bus
g. truck
h. truck with trailer
i. truck with camper
j. other

The first four of the above mentioned plus "truck with camper" accounted for 93% of forms of transportation for the entire sample (Figure 3-40). Those using the family car pulling a tent trailer (34%) and those using the family car and bringing

MODE OF TRAVEL



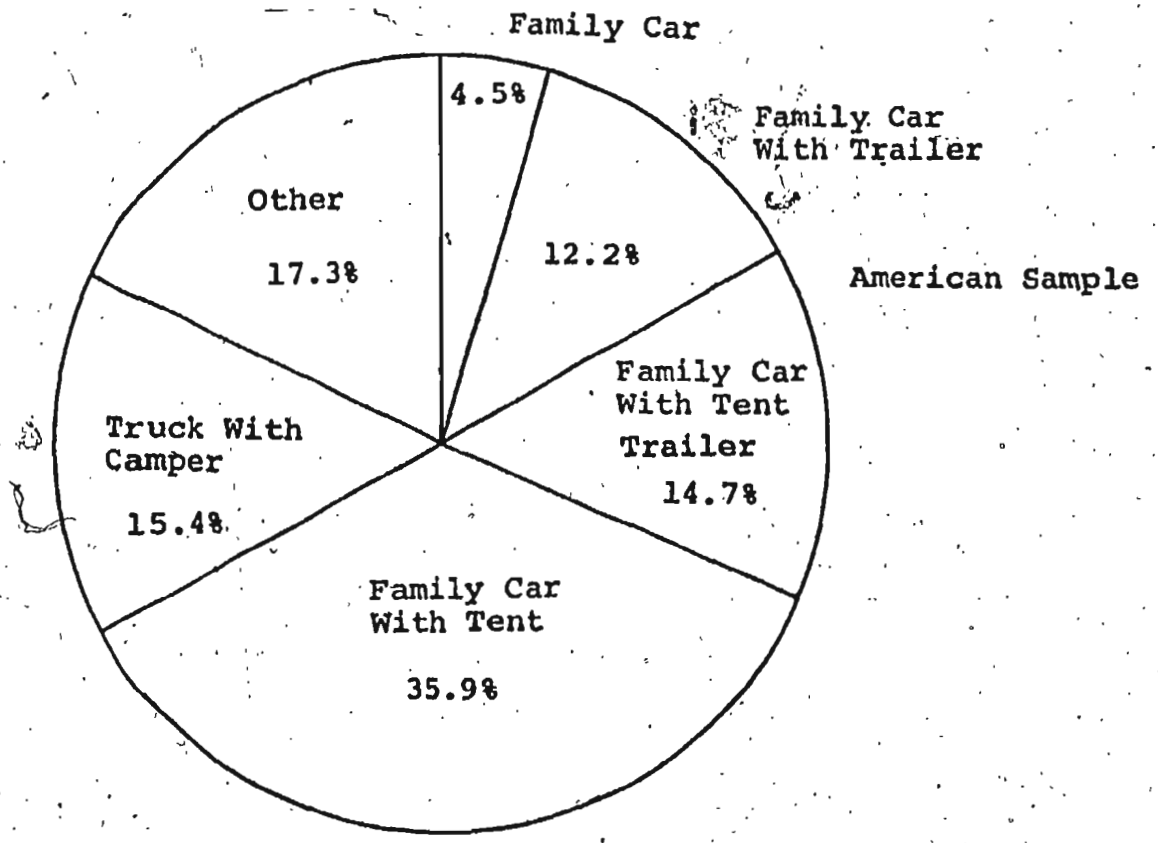
Newfoundland Sample



Canadian Sample

Fig. 3-39

MODE OF TRAVEL



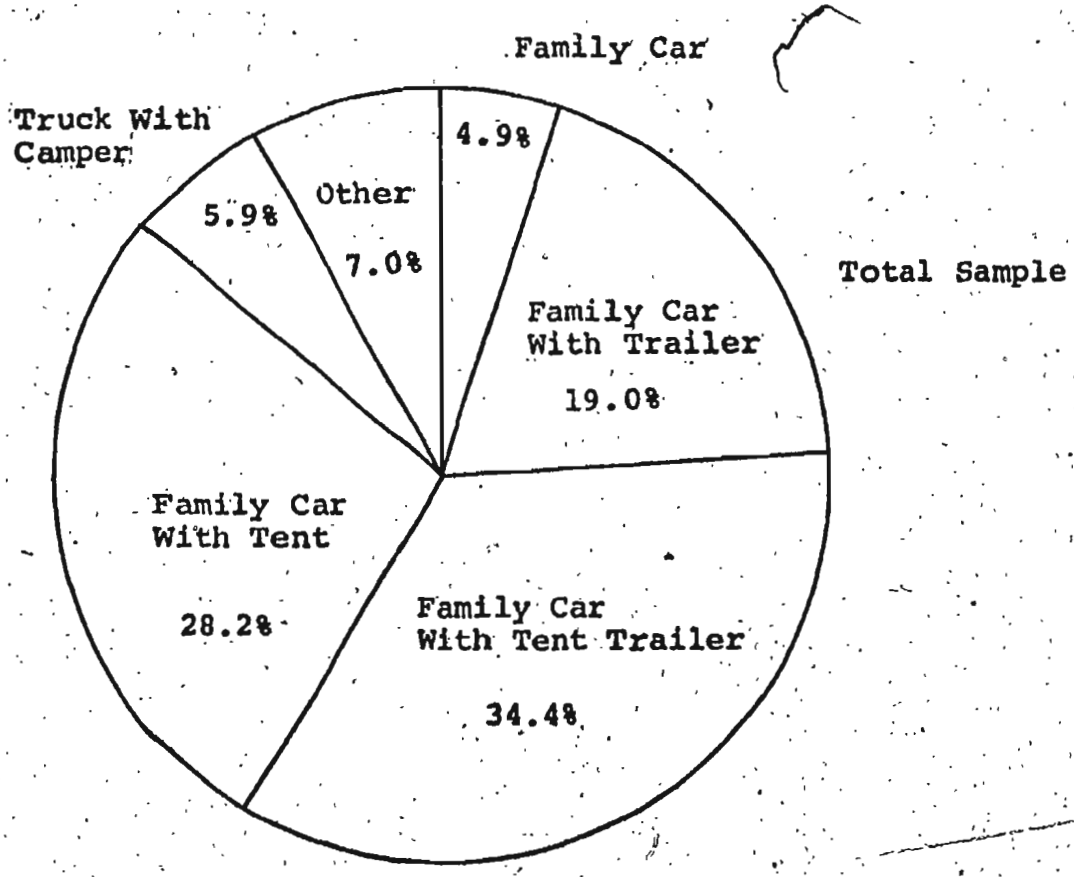


Fig. 3-40

a tent (28%) were in the majority for the sample. The Newfoundland sample showed a similar situation (Figure 3-39). Most groups used a tent trailer (40%), followed by those using a tent (24%). However, the sample taken of mainland Canadians (Figure 3-39) demonstrated that the largest single group used a tent (40%), followed by those using the family car with a tent were the most used form of transportation and accommodation (36%), with family car and tent trailer (15%), and truck with camper (15%) being almost equal for second place (Figure 3-40). It can be readily seen that in this sample of groups visiting Newfoundland provincial parks in the summer of 1970 the most popular mode of transportation by far was the family car and the most used forms of accommodation were tent trailers, tents, trailers, and truck campers.

Length of Stay

Those replying to the questionnaire were asked to state the name of the parks at which they stayed on this trip and the length of time that they spent in each one. The length of stay by point of origin for the sample shown in Figure 3-41. As can be seen, the one-day visit was the most popular with slightly over 1,000 parties staying in a park for one day. The next most frequent length of stay was the two-day with approximately 600 parties replying in this manner. The number of parties continues to get less as the length of time stayed at the park increases, except for the seven and fourteen day time periods where there is once again an increase in the number of parties.

LENGTH OF STAY BY ORIGIN

NUMBER OF VISITS

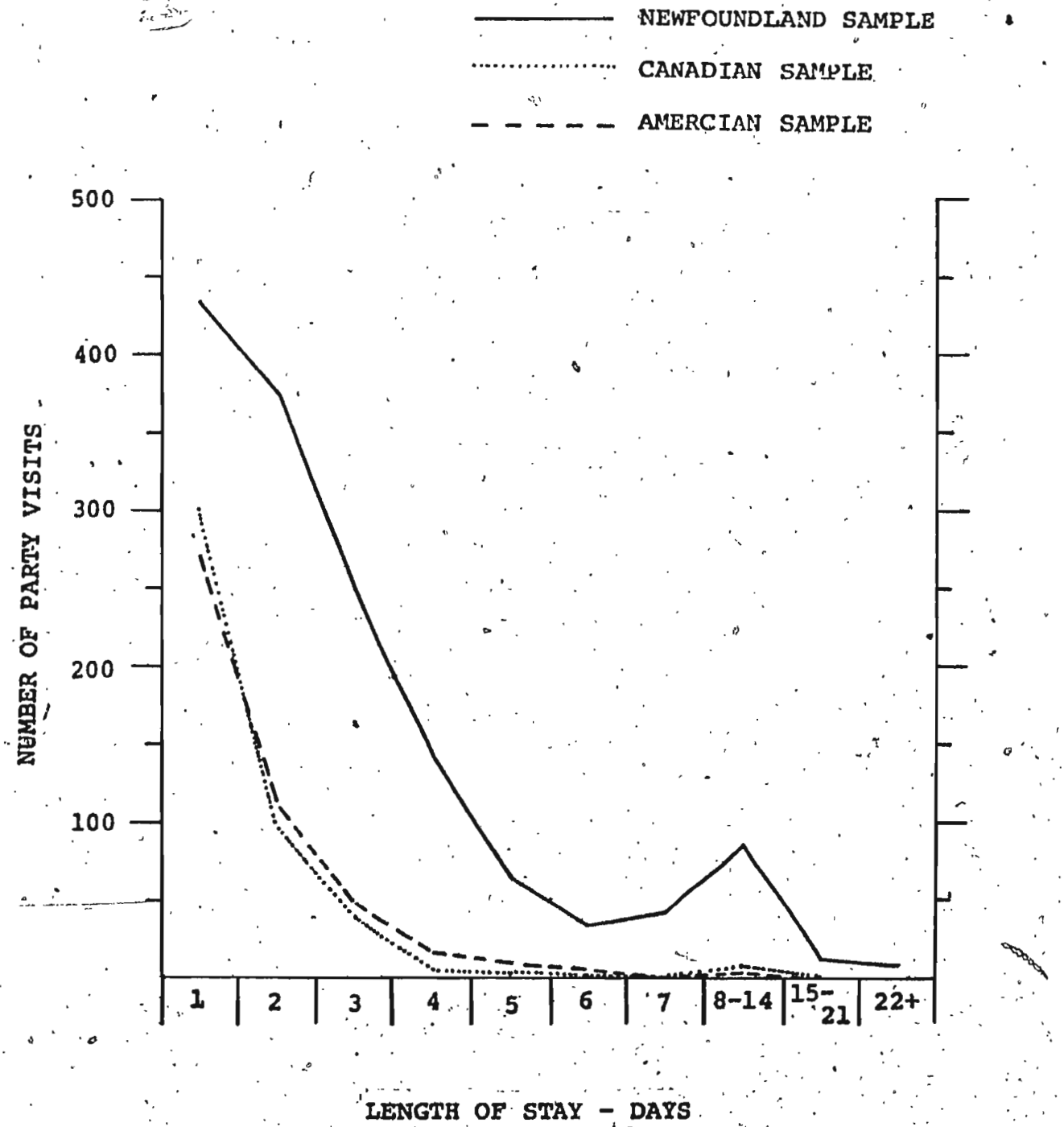


Fig. 3-41

If the length of stay is broken down by percentage of the total number of days spent at the park by those campers from either Newfoundland, mainland Canada or the United States, a more detailed impression may be obtained (Figure 3-42). It can be seen that those parties from Newfoundland are almost equally divided between a one day and two day stay (30.5% and 26.1% respectively). On the other hand, the sample for mainland Canada showed that 65.6% of the total days spent at Newfoundland provincial parks were of one day's duration followed by a two-day stay which accounted for 22.2% of the total number of days visited. The American campers sampled showed that 57% of the total days spent by them in Newfoundland provincial parks were of one day duration. They had slightly more visits of two day's duration than did the Canadian sample. The American sample showed 24.9% of the total days stayed in Newfoundland parks were two days' duration.

The average length of stay for the Newfoundland camping parties worked out to be 2.8 days. The Canadian average length of stay per park was 1.3 days and the length of stay for the American group sampled was 1.5 days. The overall average length of stay for the total sample amounted to 1.87 days per park. As might be expected because the Newfoundland camping parties were closer to home, they stayed longer at the parks on the average than did their American and Canadian counterparts. However, it might also have been the case that since the Americans and Canadians were less familiar with the province, they spent more time "touring".

LENGTH OF STAY BY ORIGIN

PERCENT OF VISITS

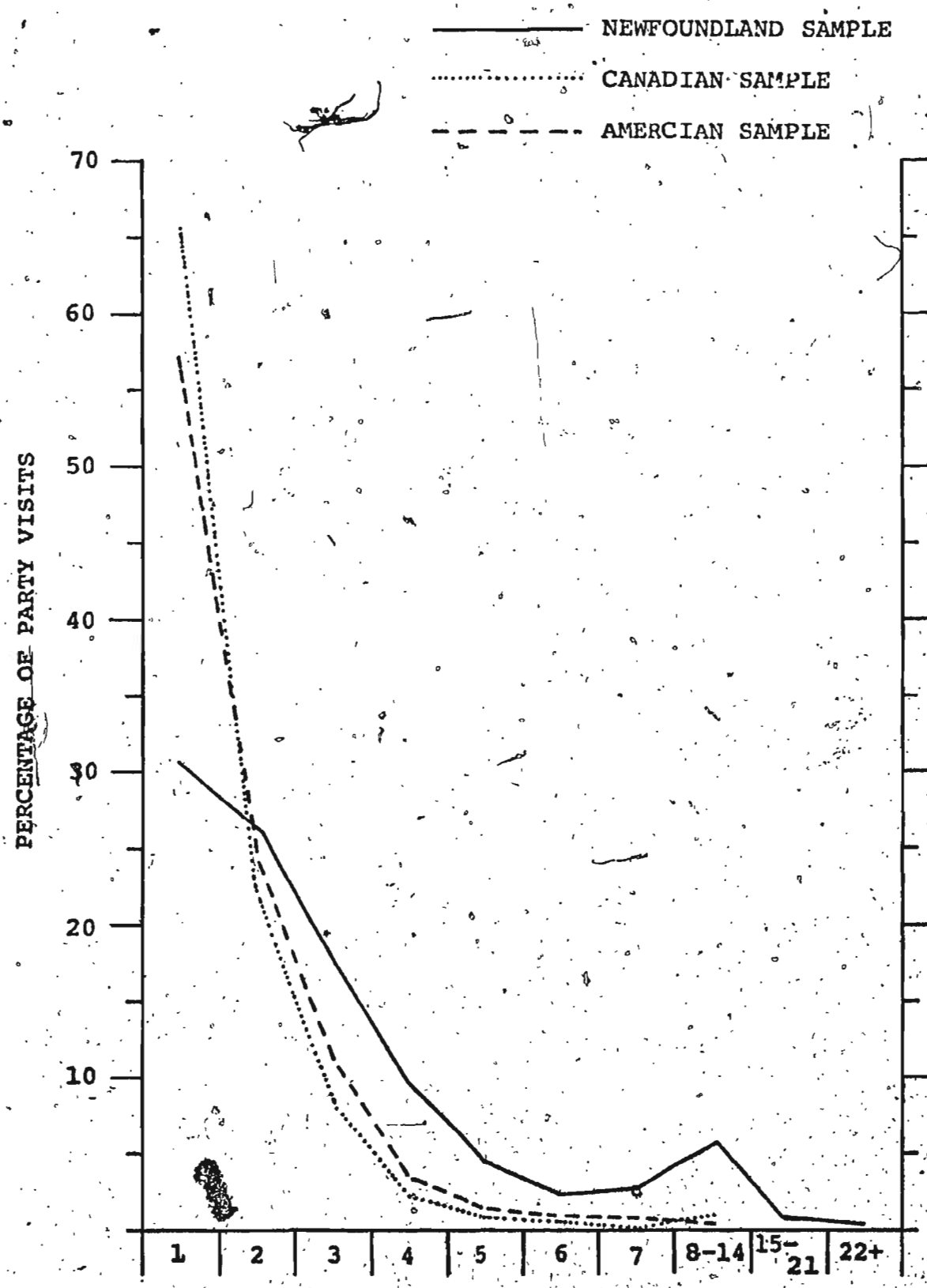


Fig. 3-42

CHAPTER IV

Economic Data

Introduction

This section will deal with data received from the Newfoundland Provincial Parks Service concerning the operation, maintenance, and capital costs of provincial parks, as well as revenue received from both camping and picnic permits.

The subject matter concerns itself with such aspects as the total cost per selected park, the operating and maintenance costs including salaries, the cost per acre, the total cost per visitor, the capital cost per visitor, revenue received for the use of the parks and a comparison of revenue and salaries to 1970.

Operational Costs

Up to and including 1970, the total cost of the Newfoundland Provincial Parks system has been $5,238,600, of which approximately $3,706,100 was spent in the parks selected for this study. More or less, the same proportaion applies to capital cost where out of a total of approximately $1,700,000 spent on the total system, $1,400,000 was spent in the parks used in this survey.

The total cost for each park used in this study is shown in Figure 4-1. The parks used in the survey can be divided into three groups according to total cost, these costing $200,000 and over, $100,000 to $199,000, and under $100,000 (Figure 4-2). For seven of these parks, the total cost ranged from $200,000 to approximately $500,000. With the exception of Beothuck Park which is only covered for a five-year period, the other parks in this grouping have been in operation for at least twelve years.

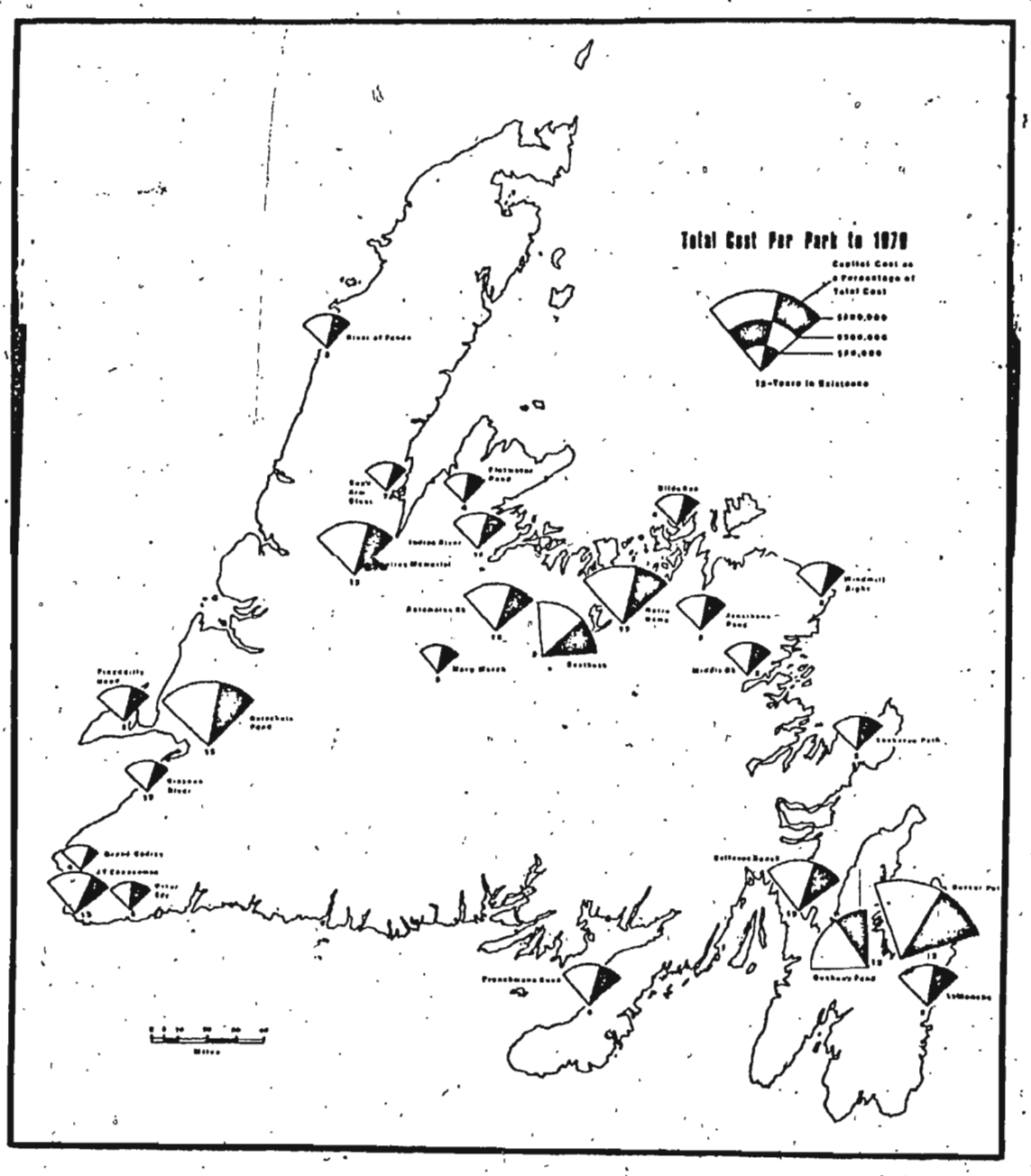


Fig. 4-1

PARK	TOTAL COST	ACRES	YEARS CONSIDERED
1. Butterpot	503,848	4330	12
2. Barachois	328,204	8641	12
3. Gushues	255,052	205	11
4. Beothuck	239,698	184	5
5. Squires	231,368	3890	12
6. Notre Dame	210,477	278	12
7. Bellevue	204,363	188	12
8. Catamaran	182,064	57	12
9. Cheeseman	136,777	455	12
10. Lamanche	135,947	2880	5
11. Frenchman's	134,444	125	4
12. Piccadilly	106,711	100	5
13 Jonathans	102,235	1101	5
14. Indian River	99,593	36	12
15. Windmill	95,072	182	5
16. Lockston	93,746	600	5
17. River of Ponds	90,490	150	5
18. Middle Brook	88,792	127	5
19. Dildo Run	80,887	455	4
20. Crabbe's River	80,203	7	12
21. Mary March	64,728	79	3
22. Otter Bay	64,232	400	4
23. Flatwater	64,166	270	4
24. Sop's Arm	63,734	20	7
25. Codroy	49,278	8	4

Fig. 4-2

The capital cost as a per cent of the total cost of these parks ranged from 26% for Grand Codroy to about 52% for Otter Bay. The average percentage of capital cost to total cost worked out to approximately 32% for the parks used in this survey (Figure 4-1). As can be readily seen, those parks having the largest total cost as well as capital cost are those which have had the greatest visitor use and are located near major concentrations of population.

Operation and maintenance costs for the selected parks ranged from $31,000 to $280,000 (Figure 4-3). With the exception of Squires Memorial Park, the parks having the highest operation and maintenance cost are again those which are located mainly near centers of population. Those having the highest operating and maintenance costs are also located on the Trans-Canada Highway, thus providing ease of access.

The shaded areas of the semicircles shown in Figure 4-3 indicate the percentage of the operation and maintenance costs that were paid out in salaries for each park. Salaries as a percentage of the operation and maintenance cost range from 42 to 68 per cent (Figure 4-4). The overall average of salaries as a percentage of the operation and maintenance costs amounted to approximately 57%.

Capital Costs

The capital cost of selected parks to 1970 is shown in Figure 4-5. The capital cost for these parks range from approximately $12,700 for Grand Codroy Park to $223,000 for

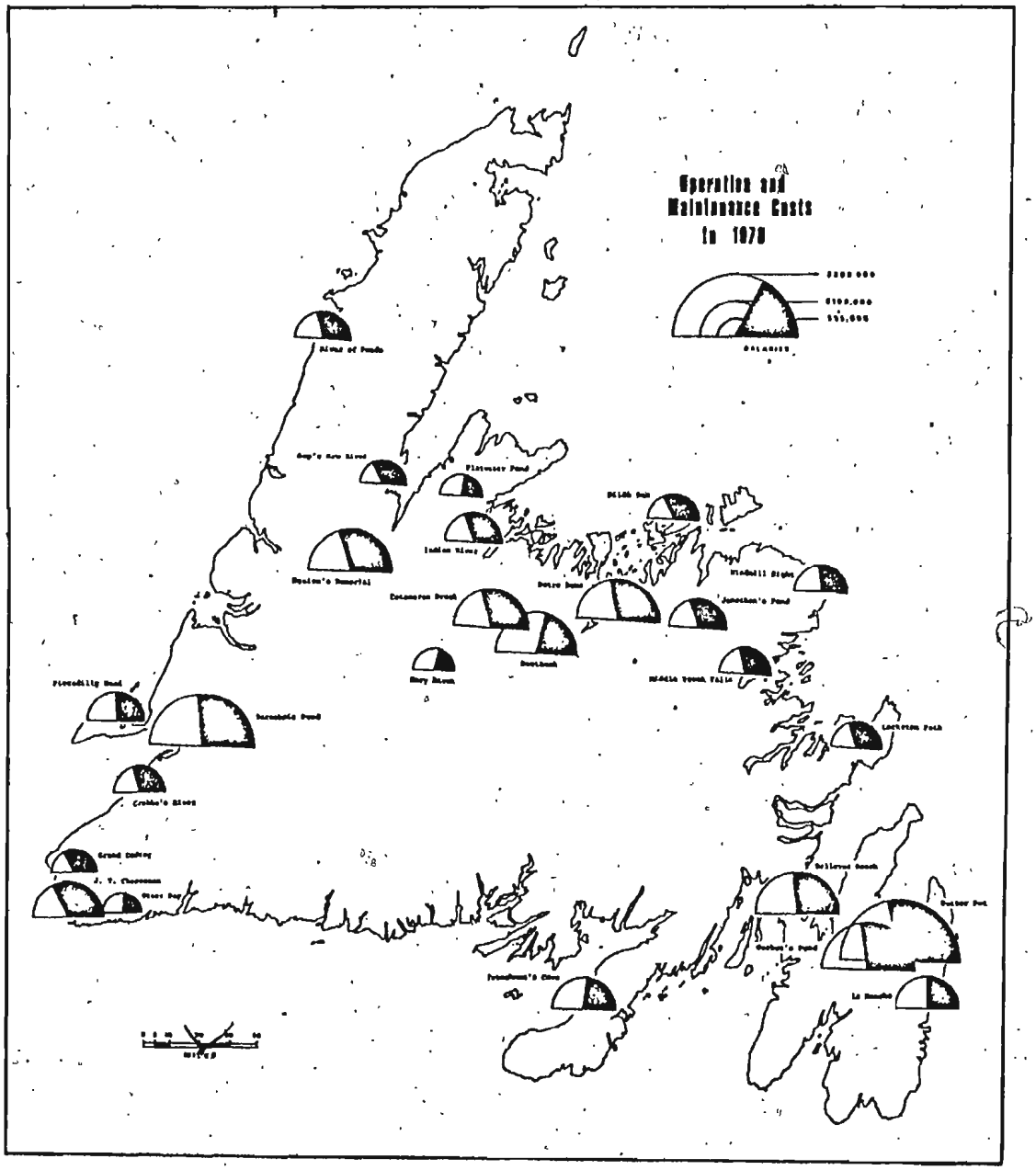


Fig. 4-3

Rank Order	Total Maintenance & Operational Costs	Years Considered	Average Yearly Maintenance Costs	Salaries	Salaries as % of Maintenance
1. Butterpot	280,813	9	31,201.44	163,297	58.15
2. Barachois	203,498	13	15,653.69	109,833	53.97
3. Gushues	161,040	11	14,640.00	91,474	56.80
4. Squires	147,469	13	11,343.77	91,762	62.22
5. Beothuck	130,477	5	26,095.40	57,335	43.94
6. Notre Dame	130,317	13	10,024.39	76,070	58.37
7. Bellevue	128,056	13	9,850.46	68,571	53.54
8. Catamaran	118,670	13	9,128.46	73,236	61.71
9. Cheeseman	95,422	12	7,951.83	62,486	65.48
10. LaManche	80,765	5	16,153.00	42,313	52.39
11. Frenchman's	77,930	4	19,482.50	36,143	46.37
12. Indian River	66,805	13	5,138.85	42,770	64.02
13. Piccadilly	65,880	5	13,176.00	34,967	53.07
14. Jonathan	62,562	5	12,512.40	38,880	62.14
15. Windmill	61,230	5	12,246.00	34,827	56.87
16. River of Ponds	56,723	5	11,344.60	33,983	59.91
17. Crabbe's River	56,270	13	4,328.46	33,187	58.97
18. Middle Brook	55,613	5	11,123.60	33,804	60.78
19. Lockston	53,670	5	10,734.00	36,608	68.20
20. Dildo	51,396	4	12,849.00	34,437	67.00
21. Sop's Arm	43,157	7	6,165.26	29,335	67.97
22. Flatwater	37,293	4	9,323.25	17,218	46.16
23. Mary March	36,703	3	12,234.33	15,438	42.06
24. Codroy	36,542	4	9,135.50	24,581	67.26
25. Otter Bay	30,895	4	7,746.25	14,613	47.29

Fig. 4-4

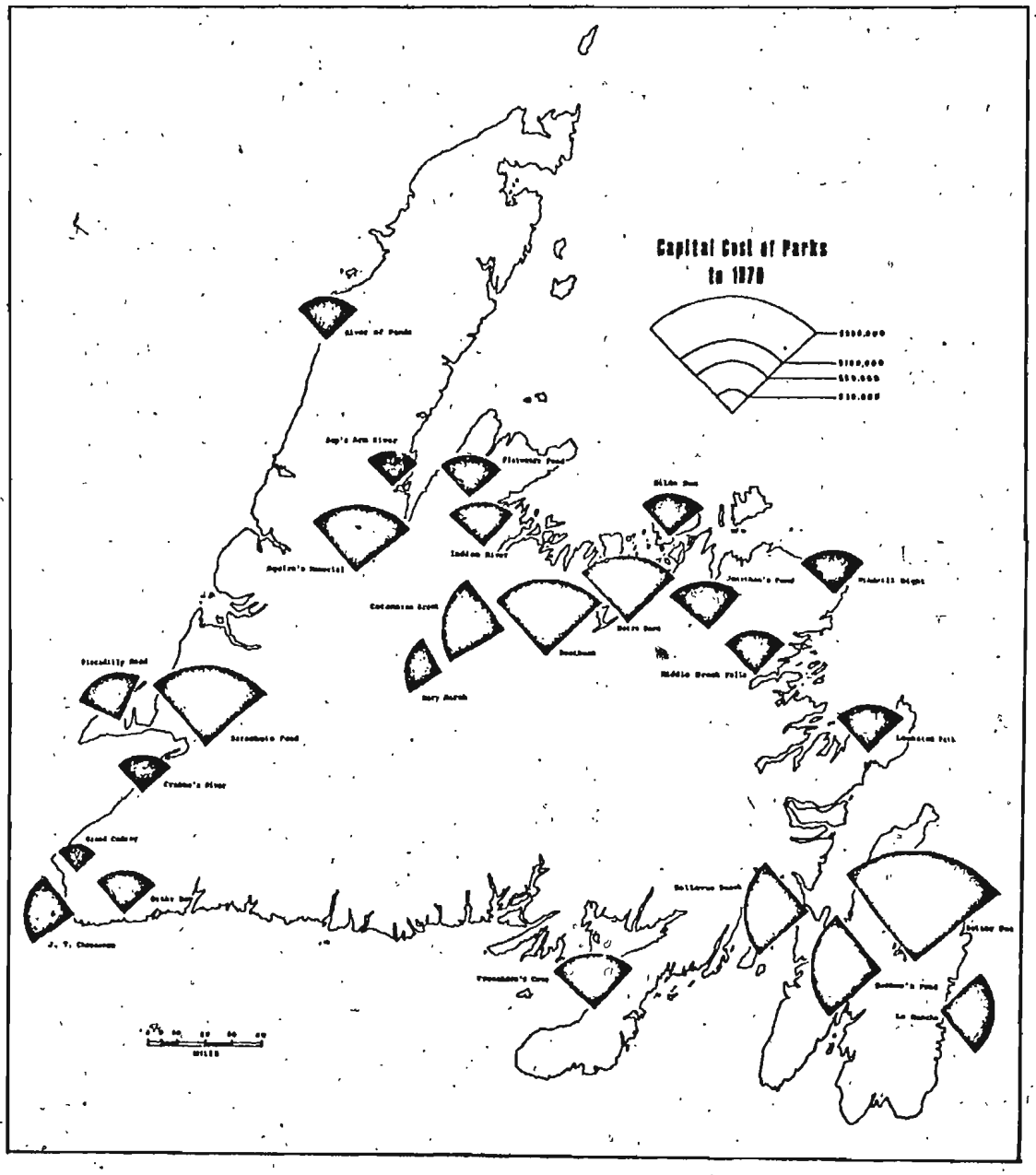


Fig. 4-5

Butter Pot. The average capital cost was $57,475. It would appear that although the size of the park in acres is a factor in the overall capital cost of any particular park, it is not the only influence on what the capital cost would be. For example, Beothuck and Gushue's Pond Parks are among the smallest parks in the system, yet they ranked fairly high in terms of capital cost (Figure 4-6). On the other hand, La Manche Park which is the fourth largest park in terms of size, approximately 2900 acres, ranked tenth in terms of capital costs. Thus, it would again seem that the parks having the most readily available ease of Access (Trans-Canada Highway) and those located near centers of population have the greatest input as far as capital costs are concerned.

If the cost of the parks is broken down on a per acres basis, the size of the park becomes the dominant factor. Figure 4-7 shows that the trend is for the smallest parks such as Crabbe's River and Grand Codroy, seven and eight acres respectively, to have the largest cost per acre. On the other hand, the largest parks such as Barachois (8,641 acres), Squires Memorial (3,890 acres), and La Manche (2,880 acres) Parks have the smallest per acre total cost (Figure 4-8). The total cost per acre ranged from $11,458.00 for Crabbe's River (7 acres), to $38.00 per acre for Barachois Pond Park having an area of 8,641,000 acres. The average total cost for the parks selected in this survey was approximately $151.00 per acre up to 1970. Capital cost ranged from $3,419,000 per acre for Crabbes River to $14.00 per acre for Barachois Pond Park. The average capital cost per acre to 1970

Capital Cost by Selected Park to 1970

Rank	Park	Capital Cost	Acres
1.	Butterpot	$ 223,036	4330
2.	Barachois	124,706	8641
3.	Beothuck	109,221	184
4.	Gushues	94,012	205
5.	Squires	83,899	3890
6.	Notre Dame	80,130	278
7.	Bellevue	76,307	188
8.	Catamaran	63,394	57
9.	Frenchman's	56,514	125
10.	LaManche	55,182	2880
11.	Cheeseman	41,355	455
12.	Piccadilly	40,831	100
13.	Lockston	40,076	600
14.	Jonathans	39,673	1101
15.	Windmill	33,842	182
16.	River of Ponds	33,767	150
17.	Otter Bay	33,337	400
18.	Middle Brook	33,179	127
19.	Indian River	32,788	36
20.	Dildo Run	29,493	455
21.	Mary March	28,025	79
22.	Flatwater	26,873	270
23.	Crabbe's River	23,933	7
24.	Sop's Arm	20,577	20
25.	Codroy	12,736	8
		1,436,886 Average 57,475	

Fig. 4-6

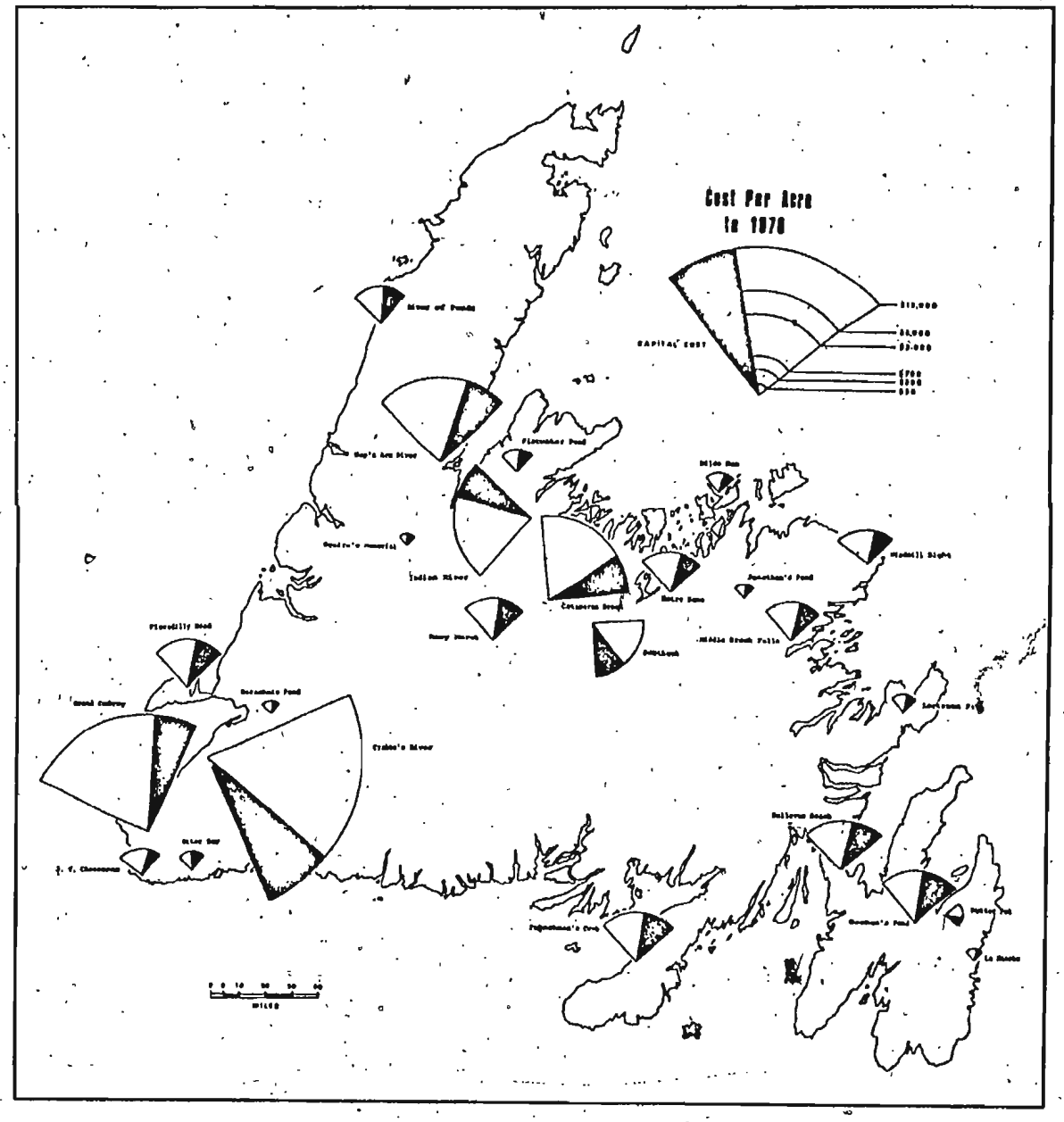


Fig. 4-7

Cost Per Acre

PARK	Total Cost	Capital Cost	Acres
1. Crabbe's River	11,458	3,419	7
2. Grand Codroy	6,160	1,592	8
3. Catamaran Brook	3,194	1,112	57
4. Sop's Arm	3,187	1,029	20
5. Indian River	2,766	911	36
6. Beothuck	1,303	594	184
7. Gushue's Pond	1,244	459	205
8. Bellevue	1,087	406	188
9. Frenchman's	1,076	452	125
10. Piccadilly	1,067	408	100
11. Mary March	819	355	79
12. Notre Dame	757	288	278
13. Middle Brook	699	261	127
14. River of Ponds	603	225	150
15. Windmill	522	186	182
16. Cheeseman	301	91	455
17. Flatwater	238	100	270
18. Dildo	178	65	455
19. Otter Bay	162	83	400
20. Lockston	156	67	600
21. Butterpot	116	52	4330
22. Jonathans	93	36	1101
23. Squires	59	22	3890
24. LaManche	47	19	2880
25. Barachois	38	14	8641
Total	37,330	12,246	24,768
		$50	

Fig. 4-8

was approximately $51.00

Visitor Cost

Figure 4-9 shows the per visitor cost to 1970 to the selected parks. Included in this cost are the capital, maintenance, and operational cost to that year. The greatest per visitor cost, $4.86, can be attributed to Otter Bay Park. Up to and including 1970, this park cost a total of $64,232 and was visited by 13,208 persons. The lowest per visitor cost, $ .20, was attained by Cheeseman Park. Including the year 1970, this park cost $136,777 and had a total of 66,985 visitors. The total cost for the period to 1970 for the selected parks was $3,706,110 and total number of visitors for that same period was 6,610,752, for an average overall per visitor cost of $ .61 (Figure 4-10).

The average per visitor capital cost to 1970 was $ .24. The capital cost per visitor ranged from $ .06 in Cheeseman Park to $2.52 in Otter Bay Park (Figure 4-11). Naturally, the highest per visitor capital cost was attained by those parks which had the lowest number of visitors in relation to capital costs. However, a time factor does enter into the picture. For example, Otter Bay and Mary March Parks have been in existence for four and three years respectively. Thus, a portion of their high capital cost per visitor can be attributed to the fact that these parks have not been open for enough seasons so that they could build up a large number of visitors. Other factors which had a bearing on the capital cost per the park, and the facilities in the park. A park which has been open for a great number of

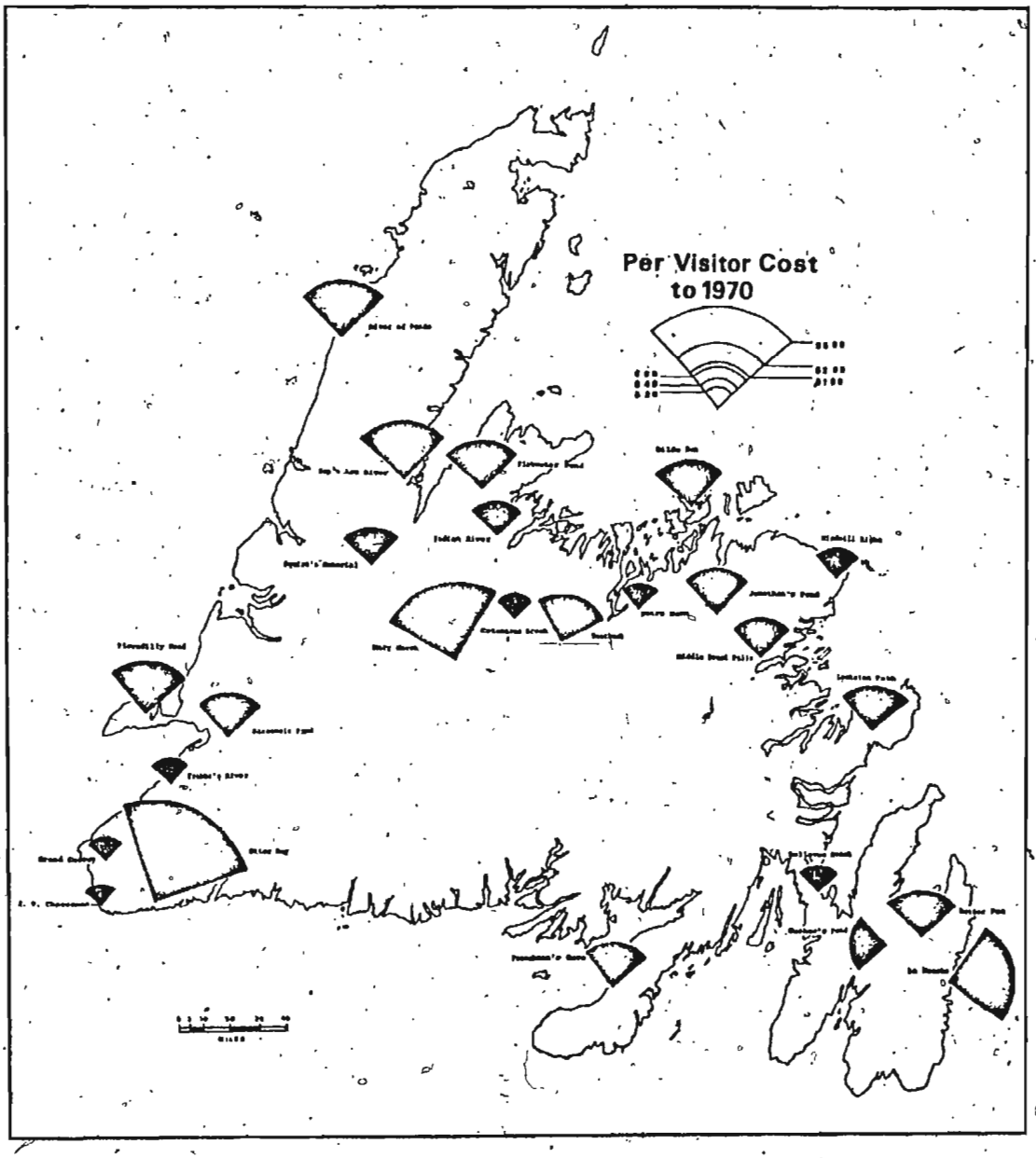


Fig. 4-9

Total Cost Per Visitor to 1970

Park	Cost per Visitor	Total Cost	Visitors
1. Otter Bay	4.86	64,232	13,208
2. Mary March	2.92	64,728	22,200
3. Flatwater	2.27	64,166	28,294
4. LeManche	2.09	135,947	65,142
5. Dildo	1.97	80,887	41,145
6. Sop's Arm	1.66	63,734	38,515
7. River of Ponds	1.46	90,490	61,890
8. Piccadilly	1.36	106,711	78,571
9. Jonathan's	1.23	102,235	83,140
10. Frenchman's	1.17	134,444	115,861
11. Beothuck	1.08	239,698	221,691
12. Butterpot	1.04	503,849	485,860
13. Lockston	.97	93,746	96,340
14. Barachois	.86	328,204	381,020
15. Middle Brook	.79	88,792	112,302
16. Gushue's	.64	255,052	401,879
17. Squires	.63	231,368	370,369
18. Indian River	.54	99,593	185,532
19. Windmill	.45	95,072	211,190
20. Bellevue	.33	204,363	628,165
21. Notre Dame	.32	210,477	667,470
(22. Catamaran	.29	182,064	626,038
(22. Crabbe's River	.29	80,203	280,243
23. Codroy	.28	49,278	176,602
24. Cheeseman	.20	136,777	669,085
Total	.61	3,706,110	6,061,752

Fig. 4-10

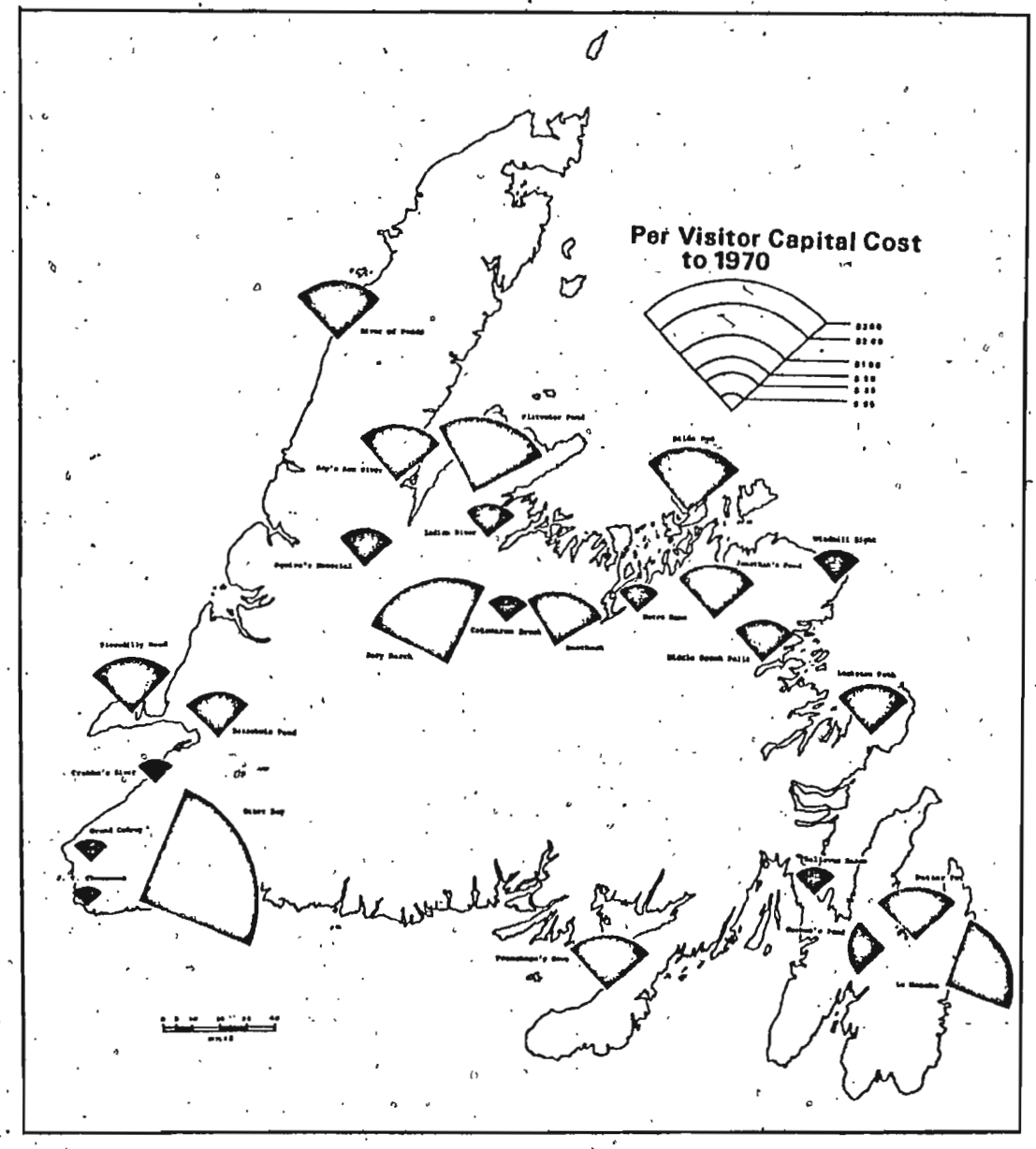


Fig. 4-11

seasons, one which has a large number of visitors, one that is fairly small in terms of acres, and one which has few facilities, could expect to have a small per visitor capital cost (Figure 4-12).

Revenue

The Newfoundland Provincial Parks Service first began to collect fees from park users in 1966. These fees consisted of two basic types. One, a seasonal pass, covered entrance to all the parks for the entire season and enabled the possessor to use all the day-use facilities in the parks. This seasonal pass cost $2.00. A second type of revenue comes from the camping fee which is $1.50 per night for a camp site.

The total revenue collected by the Provincial Parks Service since 1966 was $300,832, of which $258,481 came from the parks used in this survey. Fees have been collected in the parks over a time period of two to five years. Revenues from the parks ranged from $527 in Otter Bay Park for a period of two years to $35,909 in Butter Pot Park for a period of five years (Figure 4-13).

Figure 4-14 shows the distribution of revenue in the parks used in the study. Again those parks located along the Trans-Canada Highway and near centers of population collected the largest revenue. Naturally, the time period during which the revenue was collected in a park is the dominant factor affecting overall amount of revenue collected.

Capital Cost per Visitor

Park	Capital Cost/Visitor	Capital Cost	Visitors
1. Otter Bay	2.52	33,337	13,208
2. Mary March	1.26	28,025	22,200
3. Flatwater	.95	26,873	28,294
4. LaManche	.85	55,182	65,142
5. Dildo	.72	29,493	41,145
6. River of Ponds	.55	33,767	61,890
7. Sop's Arm	.53	20,577	38,515
8. Piccadilly	.52	40,831	78,571
9. Beothuck	.49	109,221	221,691
10. Frenchman's	.49	56,514	115,861
11. Butterpot	.46	223,036	485,860
12. Lockston	.42	40,076	96,340
13. Barachois	.33	124,706	381,020
14. Middle Brook	.30	33,179	112,302
15. Gushues	.23	94,012	401,879
15. Squires	.23	83,899	370,369
16. Indian River	.18	32,788	185,532
17. Windmill	.16	33,842	211,190
18. Notre Dame	.12	80,130	662,470
18. Bellevue	.12	76,307	628,165
19. Catamaran	.10	182,064	626,038
20. Crabbe's River	.09	23,933	280,243
21. Codroy	.07	12,736	176,602
22. Cheeseman	.06	41,355	669,085
Total		1,436,886	6,061,752

Fig. 4-12

Revenue 1966 to 1970

Park	Revenue	Years Collected	Average
1. Butterpot	35,909	5	7182
2. Barachois	26,088	5	5218
3. Squires	23,007	5	4601
4. Catamaran	21,908	5	4382
5. Cheeseman	19,437	5	3887
6. Bellevue	18,089	5	3618
7. Gushue's	17,744	5	3549
8. Notre Dame	16,717	5	3343
9. Beothuck	10,946	2	5473
10. Indian River	7,441	5	1488
11. LaManche	7,060	4	1765
12. Crabbe's River	6,974	5	1395
13. Windmill	6,436	4	1609
14. Jonathan's	6,158	4	1540
15. River of Ponds	5,986	4	1497
16. Codroy	4,366	4	1092
17. Lockston	3,954	4	988
18. Middle Brook	3,945	4	986
19. Piccadilly	3,764	4	941
20. Frenchman's	3,242	3	1081
21. Sop's Arm	2,596	4	649
22. Flatwater	2,382	2	1191
23. Dildo Run	2,377	3	792
24. Mary March	1,528	2	764
25. Otter Bay	527	2	264
	258,581	100 years	

2585.81 Overall average

Fig. 4-13

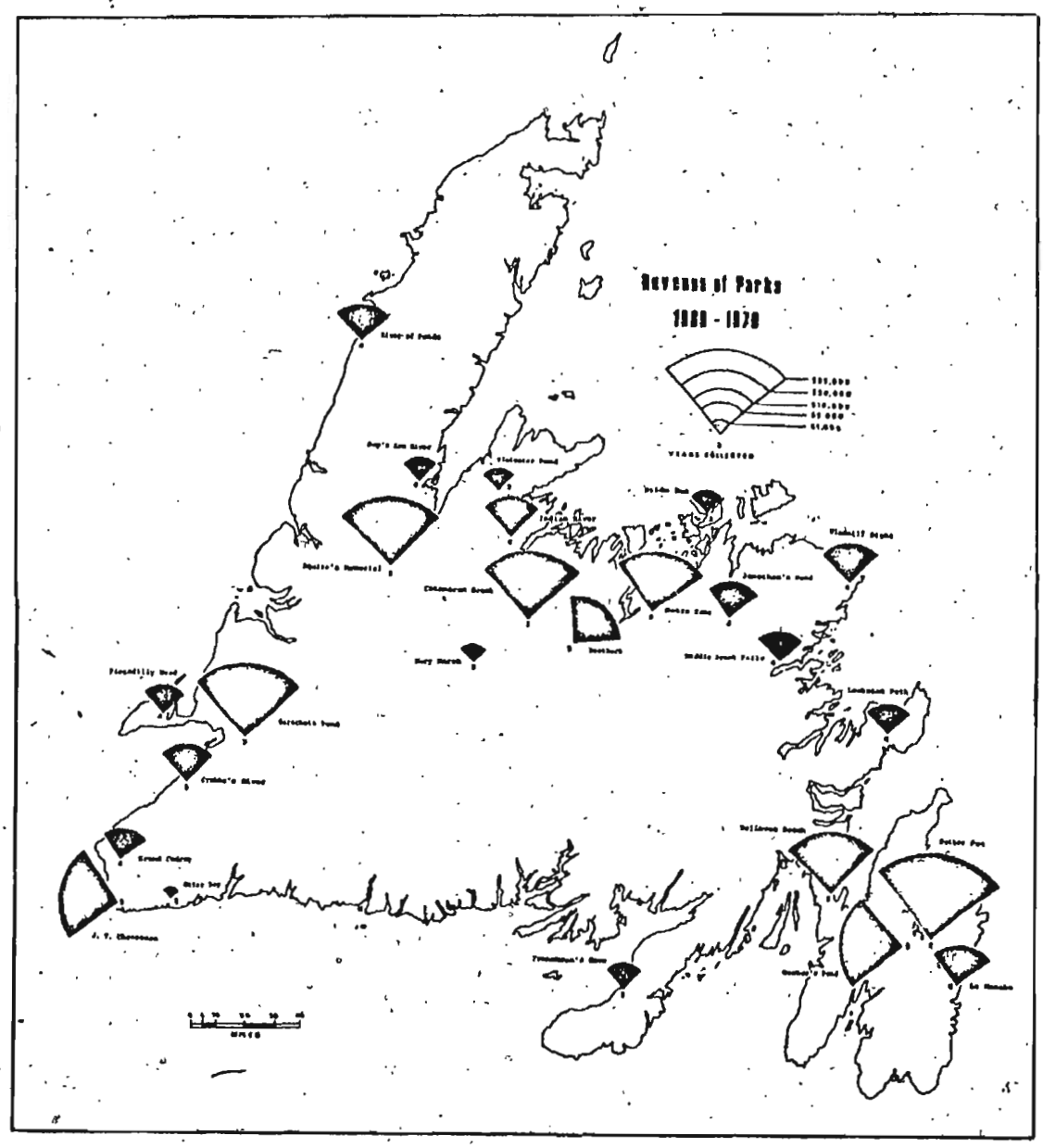


Fig. 4-14

Although it is highly doubted whether revenues from park users could cover the total cost of construction, maintenance and operation of the parks, it is in the realm of possibility that this revenue could cover the cost of salaries of those directly responsible for the day-to-day operation and maintenance of the parks, at least during the season when the parks are open, if not all year round. Figure 4-15 shows the comparison of revenue to salaries for the selected parks from 1966-1970. Thus, it can be seen that those parks in which the revenue collected most closely approximates the salaries, are those parks which have the highest visitor use. Again these are the parks which are mainly located on the Trans-Canada Highway and are situated near centers of population. Revenue as a percentage of salaries for the period 1966/70 ranged from a high of 77.9% for Butter Pot Park to a low of 7.02% for Otter Bay Park. The average revenue to salaries percentage for the parks used in this study was 43.91%. The overall average for the total Newfoundland Provincial Park system was 40.7%.

The revenues collected could certainly be brought much closer to the salaries spent in Newfoundland provincial parks. One example of how this could be done would be by the introduction of a picnic fee. A daily rate of $ .50 could be charged for each picnic site in a park. This would entitle a group to use the park's facilities for one day. The introduction of such a fee should increase the revenue to the Newfoundland Provincial Parks Service by at least 60% of what the total annual revenue is at present.

Comparison of Revenue to Salaries 1966-1970

Park	Revenue	Salaries	Years Considered	%
1. Butterpot	35,909	46,158	5	77.79
2. Barachois	26,088	36,105	5	72.25
3. Squires	23,007	38,271	5	58.58
4. Catamaran	21,908	34,046	5	64.36
5. Cheeseman	19,437	33,068	5	58.77
6. Bellevue	18,089	32,303	5	55.99
7. Gushues	17,744	35,259	5	50.32
8. Notre Dame	16,717	33,463	5	49.95
9. Beothuck	10,946	14,941	2	73.25
10. Indian River	7,441	21,824	5	34.09
11. LaManche	7,060	19,752	4	35.74
12. Crabbe's River	6,974	21,796	5	31.99
13. Windmill	6,436	20,195	4	31.86
14. Jonathan's	6,158	20,524	4	30.00
15. River of Ponds	5,986	19,186	4	31.19
16. Codroy	4,366	20,319	4	21.48
17. Lockston	3,954	18,881	4	20.94
18. Middle Brook	3,945	20,044	4	19.68
19. Piccadilly	3,764	20,909	4	18.00
20. Frenchman's	3,242	19,253	3	16.83
21. Sop's Arm	2,596	20,238	4	12.82
22. Flatwater	2,382	7,879	2	30.23
23. Dildo	2,377	19,873	3	11.96
24. Mary March	1,528	6,214	2	24.58
25. Otter Bay	527	7,496	2	7.02
Total	258,581	588,997	100	43.91
Other	42,251	154,380		
Total	300,832	743,377		40.47

Fig. 4-15

"During the last ten years, real disposable income per capita has increased about 2.75% per year. The population of Canada has been growing at a rate of 1.6% per year. Various studies on recreational spending produce different estimates, but in general, spending by Canadians on recreation of all kinds appears to be increasing at a rate of about 4.5% per year."[33] Thus it would seem reasonable to expect an increase in spending by those camping in the province's provincial parks also.

In this section of the chapter, the monies spent by the sample will be determined. According to the origin of the camping parties, mainland Canada, the United States, or Newfoundland, purchases made in the home community before the trip, on the way to the park, while at the parks, on the way home, and in the home community after the trip will be shown by commodity. Purchases made, other than at the exact site of the recreational experience, are contributors to an economy in the same sense as those made at the site. Thus these purchases must be considered part of the total expenditure on a recreational experience.

At Home Purchases

Purchases made by the Canadian group sampled, in their home communities before starting on the trip to Newfoundland,

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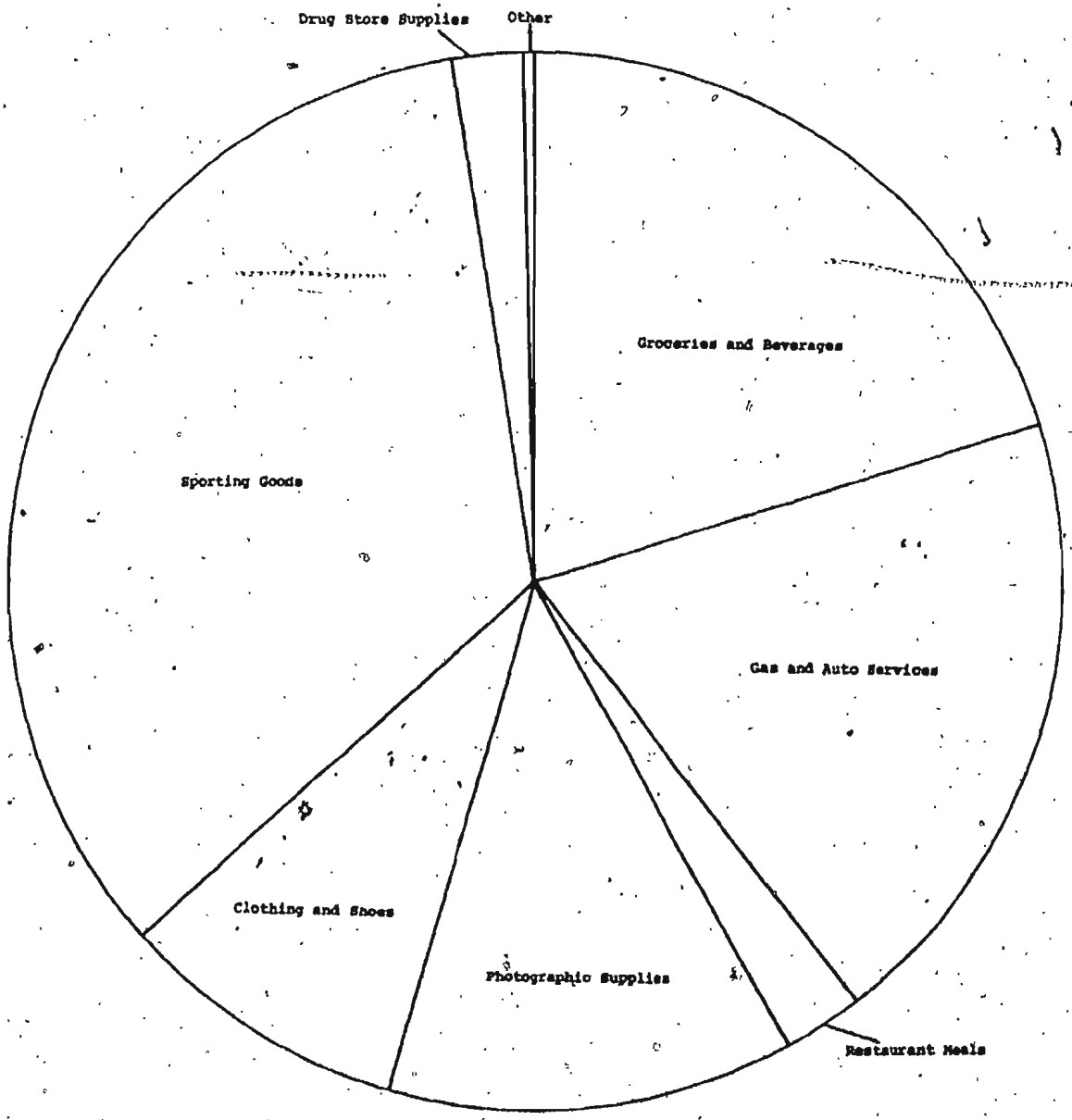
[33] Hildebrandt-Young Associates Ltd., The Economic Impact of National Parks in Canada. Prepared for the Department of Indian Affairs and Northern Development, National and Historic Parks Branch, Vol. 1, (October, 1970), p.80.

amounted to $3,051, for an average of $19.31 per party. Figure 4-16 shows the types of goods which were bought in the home community before the trip. Of the $3,051 spent, $1,044 was spent on sporting goods and camping supplies. Groceries and beverages accounted for $615, gasoline and automobile services cost $593, photographic supplies $381, clothing and footware $267, while restaurant food, health service and drug store supplies, and "other", accounted for $73, $68, and $10, respectively.

The "at home" purchases made by the 157 American sample before the trip amounted to $2,617, which is an average of $16.67 per group. As was the case with the Canadian campers, the largest amount of this total, $838, was spent for sporting goods and camping supplies. Gasoline and automobile services cost $647, photo supplies $509, and groceries and beverages $337. Clothing purchases totalled $143, "other" items $52, restaurant food $49, and drug store supplies $42. (Figure 4-17).

The 789 camping parties which came from various points in Newfoundland spent a total of $23,632 in their home communities before the trip (Figure 4-18). This averaged $29.95 per group, much more than the Canadian average of $19.31 and the American average of $16.67. As was the case with both the Canadian and the American group sample, the Newfoundland sample spent most of the "at home" purchases total on sporting goods and camping supplies. This accounted for $7,509 out of the total of $23,632. Groceries and beverages was the next largest purchase, totalling $6,629, followed by gasoline and automobile services, $4,650.

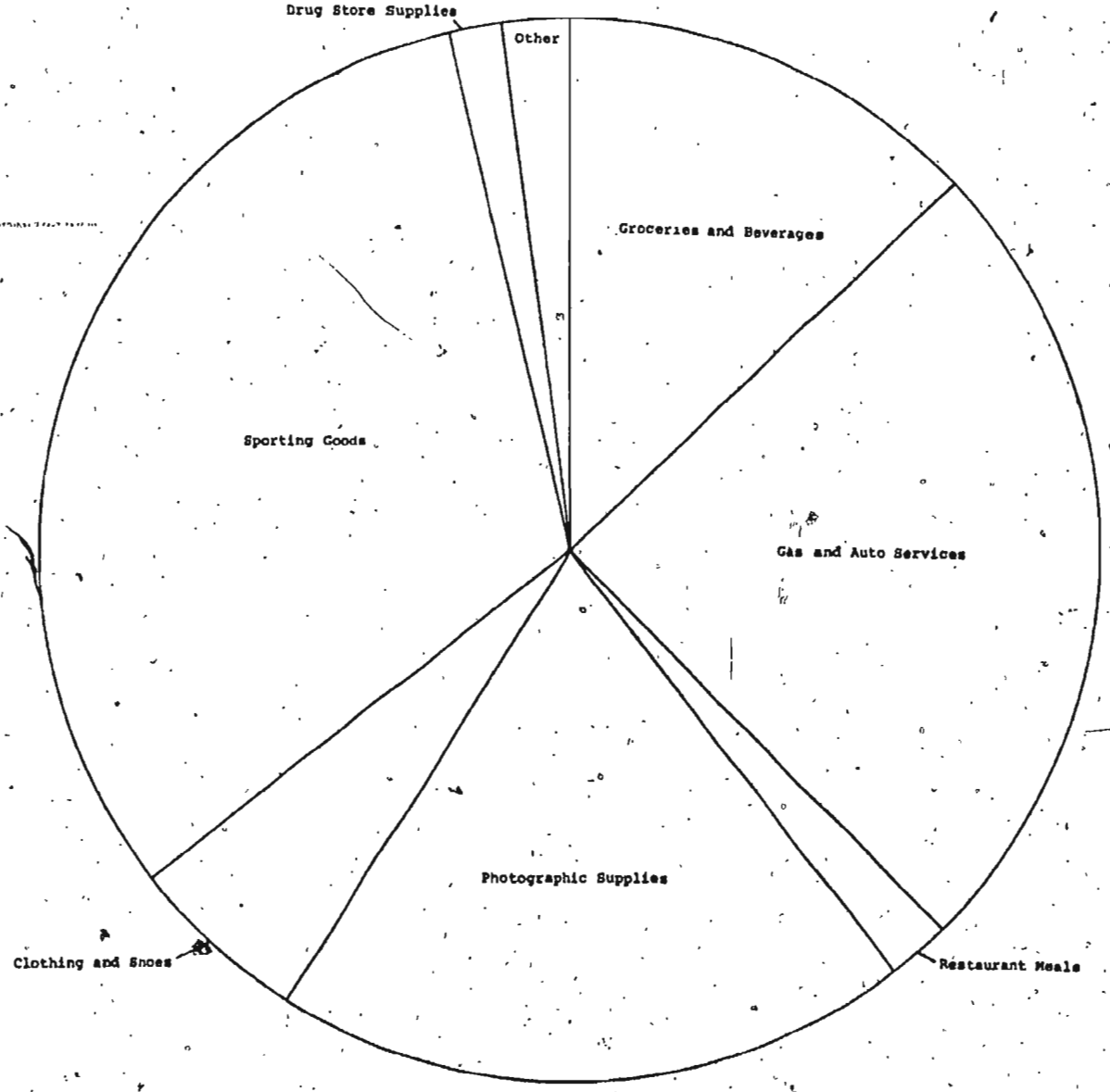
Canadian Campers Sampled At Home Purchases (before trip)



Average Purchase – $19.31

Fig. 4-16

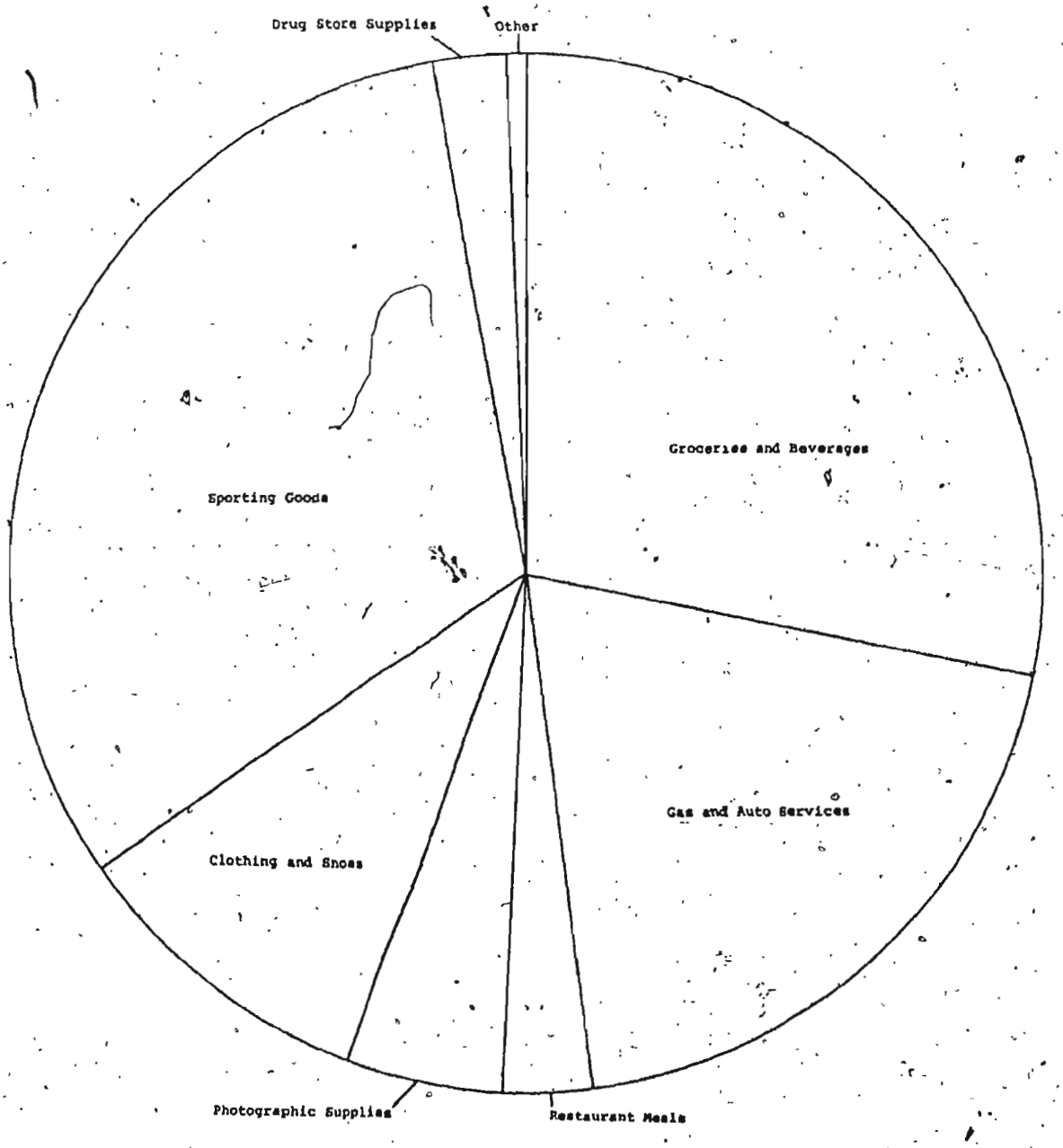
American Campers Sampled
At Home Purchases
(before trip)



Average Purchase - $16.67

Fig. 4-17

Newfoundland Campers Sampled At Home Purchases (before trip)



Average Purchase - $29.95

Fig. 4-18

The next highest amount was spent on clothing and shoes $2,363, followed by photographic supplies which cost $1,164. Restaurant food accounted for $669, drug store supplies for $351, and other unspecified amounted to $117.

The areal distribution of the "at home" purchases made before the trip by the Newfoundland camping group sample is shown in Figure 4-19. As might be expected, the largest overall total purchases were made in St. John's. Purchases by the party sample in the capital city amounted to $11,256. The campers sampled from Corner Brook spent $2,944, those from Grand Falls $1,878, followed by Gander with $941. The total purchases made in these four urban centers before the trip amounted to $17,019 or 74.7% of the total amount of money spent by the Newfoundland camping groups sampled. Other communities had purchases ranging from $567 for Grand Bank to purchases amounting to $2 and $3 for such communities as Portugal Cove and Happy Aventure.

Groceries and beverages and gasoline and automobile services purchased by the Newfoundland sample group before the trip amounted to $11,279 or 47.8% of the total. Sporting goods and camping supplies totalled $7,509 or 31.8% of the total, while all other purchases amounted to $4,844 or 20.4% of the total.

The total expenditure made by the group sampled in their home communities before the trip is shown in Figure 4-20. The largest expenditure was made on sporting goods and camping supplies and the amount was $9,391. The second largest expenditure was for groceries and beverages amounting to $7,581, followed by gasoline and automobile services which totalled

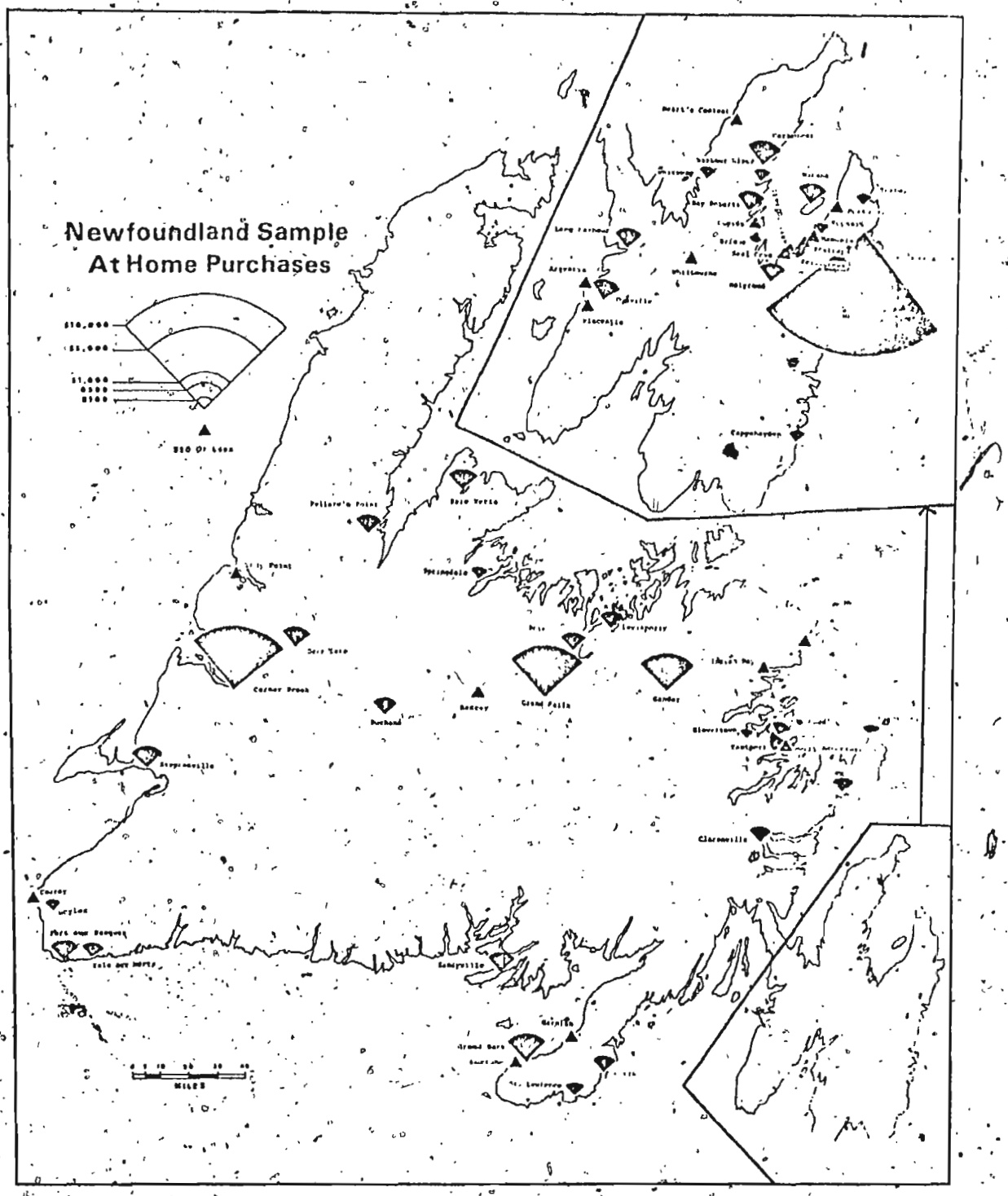


Fig. 4-19

"At Home" Expenditure By Commodity

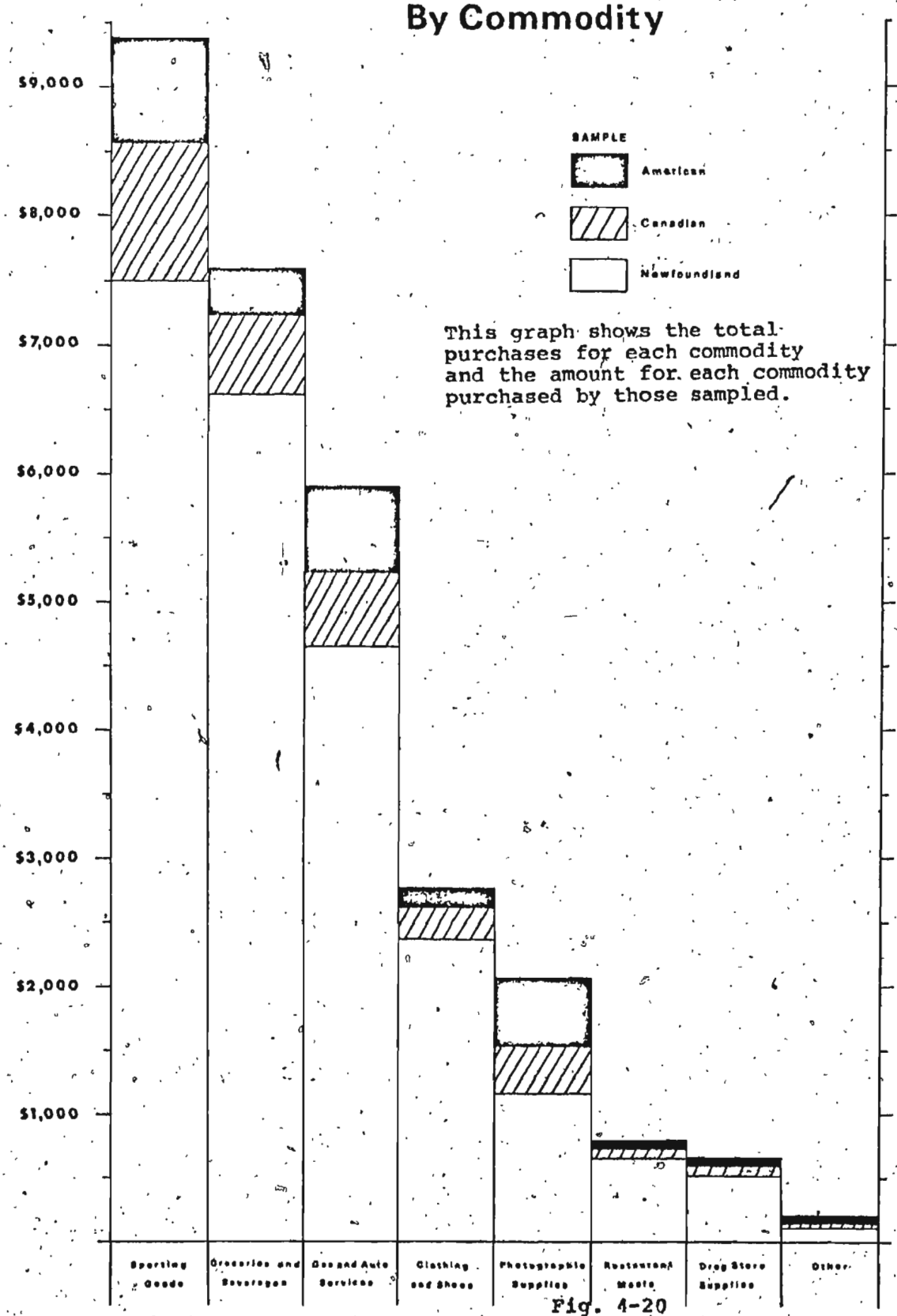


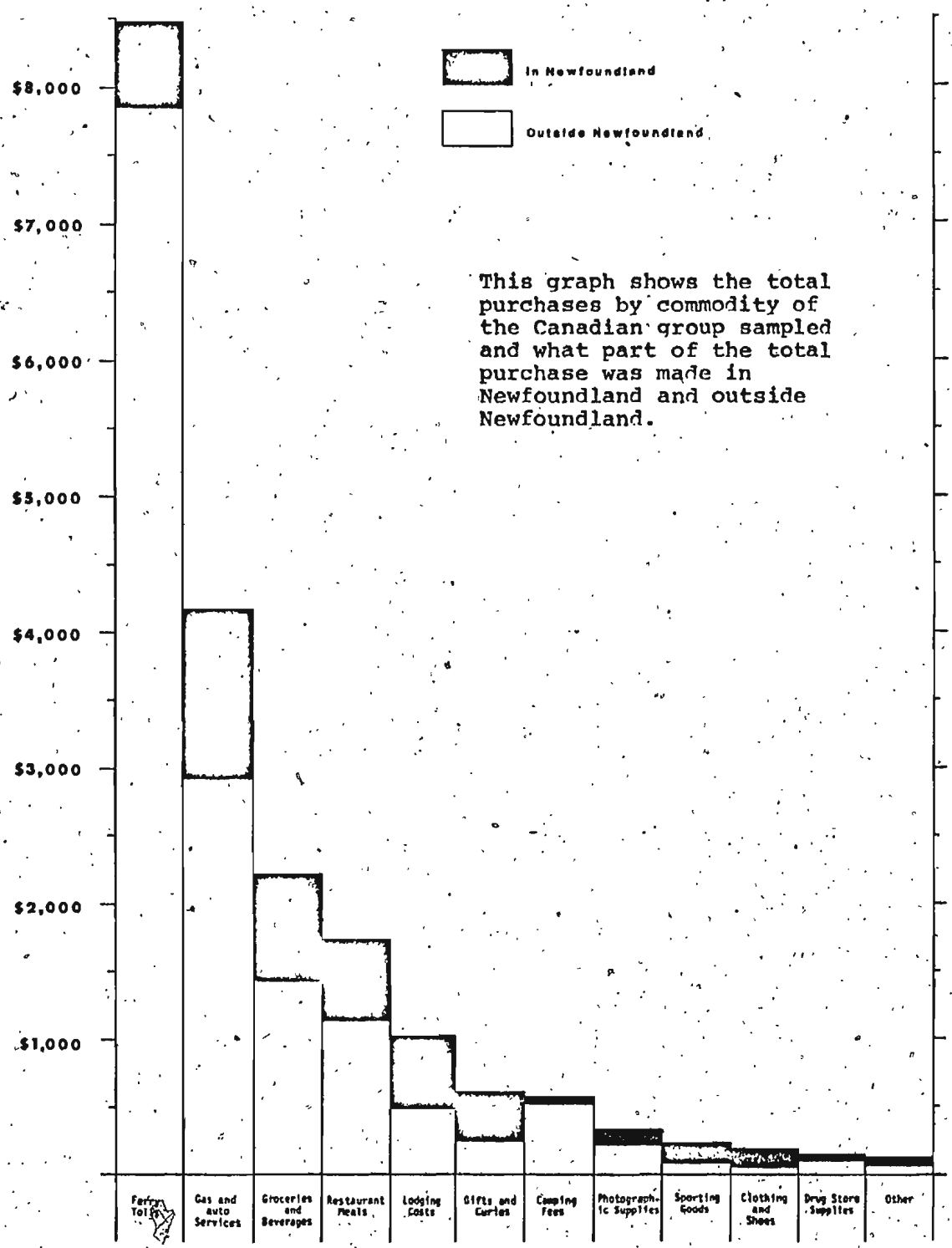
Fig. 4-20

$5,890. The total expenditure on groceries and beverages, gas and automobile supplies and sporting goods and camping supplies totalled $22,862. This was 78.02% of the total amount of $29,300 spent by this entire group in their home communities before they left for this trip to the park. This amounts to an average expenditure by each group of $26.54 or $6.63 per person for a party of four.

"On Way" Purchases

Another type of purchase on which the group sampled were asked to give information were those made on the way to the parks. The purchases made by the Canadian group sampled on the way to the parks is shown in Figure 4-21. The purchases have been divided according to those made on the mainland and those made in Newfoundland. The total amount purchased by the Canadian group was $19,673. For the 158 parties sampled this works out to an average of $124.52. This was the amount spent both in and out of the province. The total expenditure by this group in Newfoundland was $4,564 for an average of $28.88 per party. The largest single item of expenditure was for ferry passage. This accounted for an expenditure of $8,490. The next largest single expenditure was on gasoline, $4,156, of which $1,323 was spent in Newfoundland. Groceries and beverages accounted for $2,205 of which $782 was spent within this province. Of a total of $19,673, $4,564 or 23.2% of the amount of money the Canadian sample spent to get to the parks was spent in Newfoundland.

Purchases Made By Canadian Sample On Way to Park



This graph shows the total purchases by commodity of the Canadian group sampled and what part of the total purchase was made in Newfoundland and outside Newfoundland.

Fig. 4-21

In Figure 4-22 is shown the distribution by community of the Canadian group's spending in the province of Newfoundland on the way to the parks and as can be readily seen, the largest expenditures were made either at the major entry points to the province or in the larger cities and towns located along the Trans-Canada Highway. Port-aux-Basques ranked first with purchases totalling $630, of which approximately 17% was spent on groceries, gas and restaurant meals. St. John's was second with purchases of $586, of which about 48% was spent on groceries, gas and restaurant meals. Third was Corner Brook with purchases totalling $331, fourth was Argentia with purchases of $220, and fifth was Gander with purchases made by the Canadian sample of $196. Other communities where relatively large purchases were made include Fox Trap, Clarenville, Grand Falls, Woody Point, and St. Anthony.

The expenditure made by the sample from the United States totalled $24,068. The average per party for the 157 groups amounts to $153.30. Of the total amount of $24,068 spent by this group, only $3,837 was spent while in Newfoundland. This is an average of $24.44 per party, somewhat lower than the average amount spent per Canadian party. Again, as with the Canadian group, the largest single expenditure was for ferry passage, which amounted to $8,767. The second largest expenditure was for gasoline and automobile services amounting to $5,764, followed by groceries and beverages which cost a total of $2,840. Of the total of $24,068 spent by the American group, $3,837 or 15.9% was spent in Newfoundland (Figure 4-23).

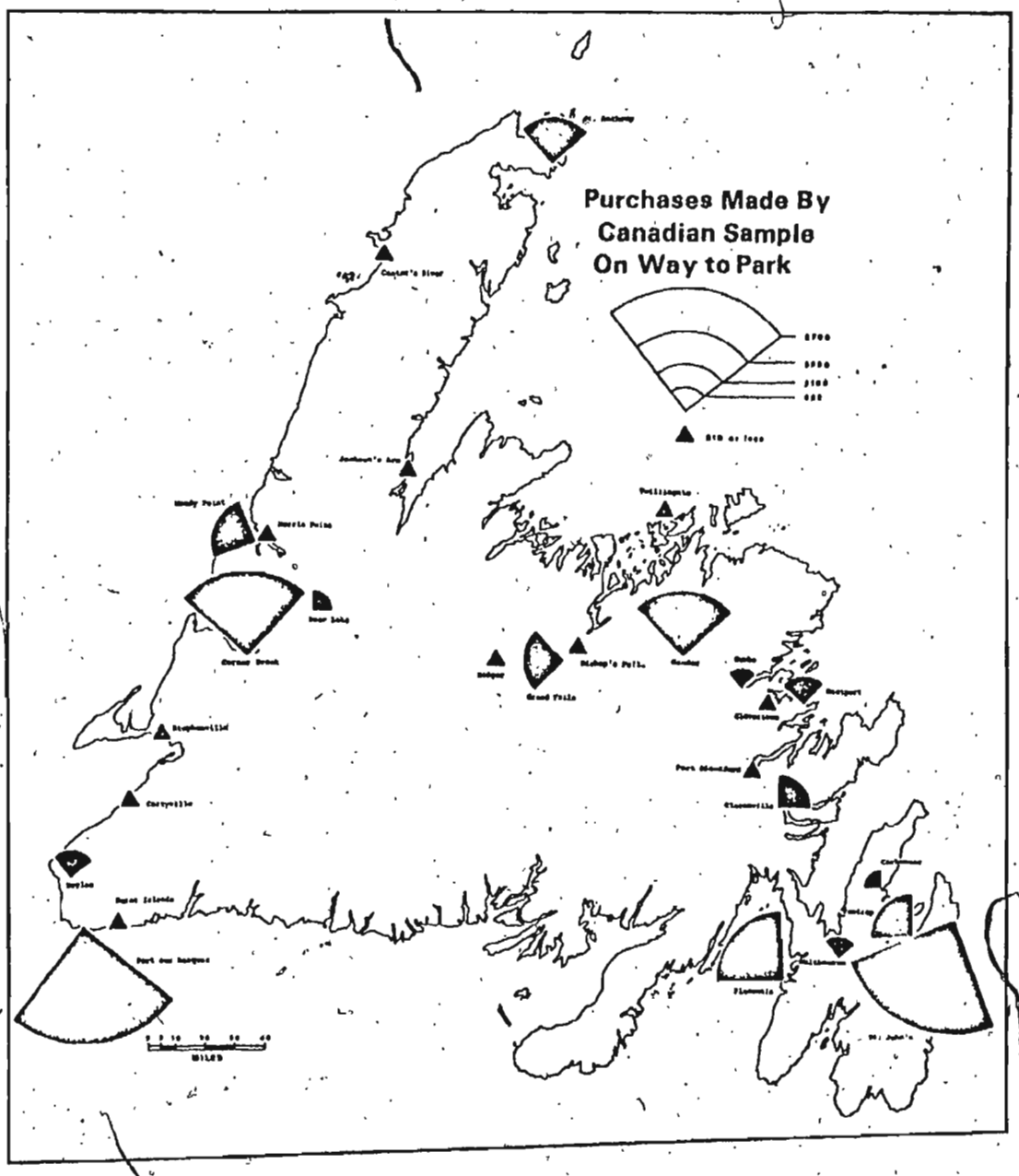
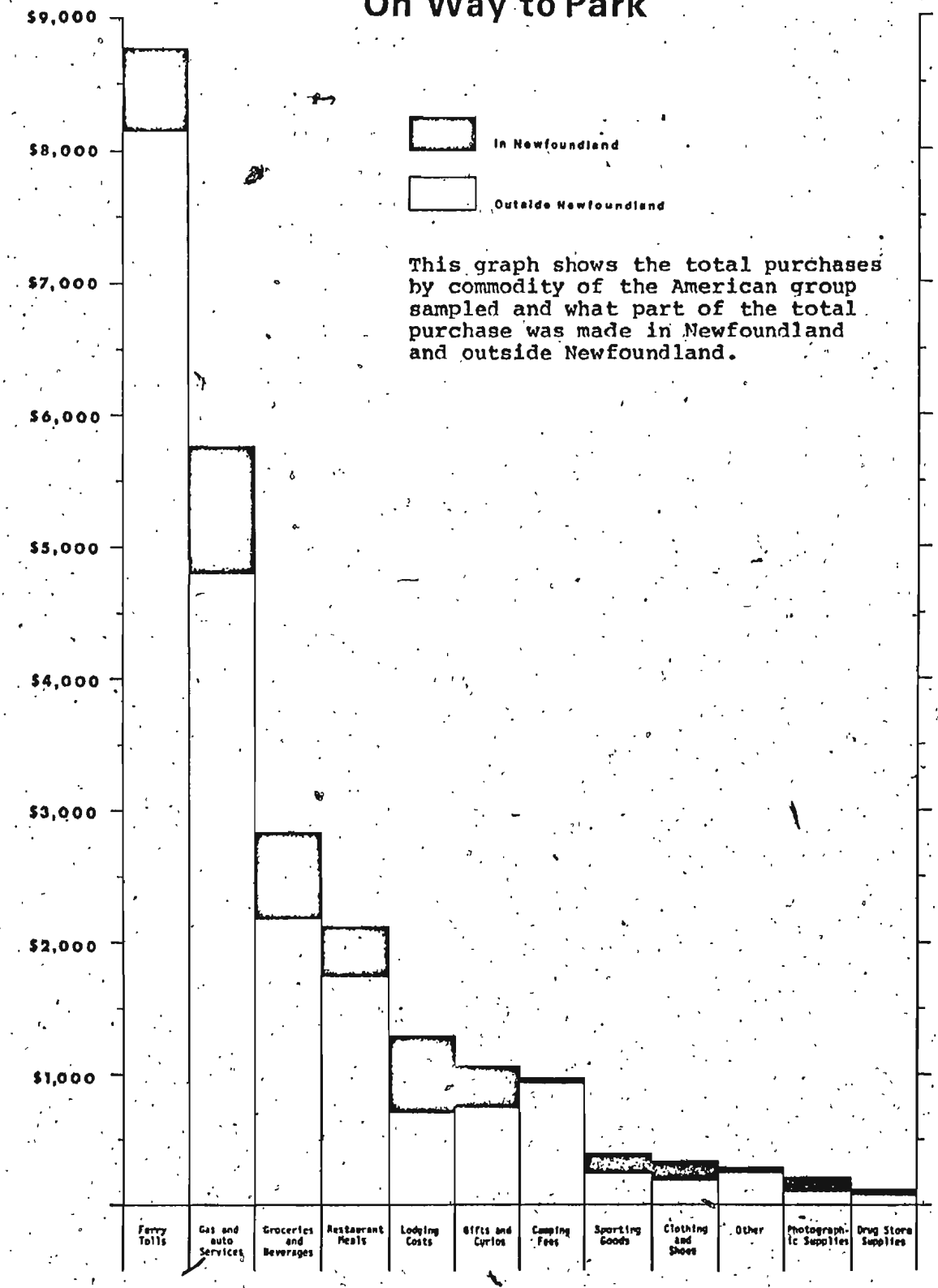


Fig. 4-22

Purchases Made By American Sample On Way to Park



This graph shows the total purchases by commodity of the American group sampled and what part of the total purchase was made in Newfoundland and outside Newfoundland.

The American groups spent their money in fewer places than did those from Canada (Figure 4-24). As with the Canadian group, the Americans made their purchases either at the major points of entry to the province or in the major urban centers along the Trans-Canada Highway. For example, the largest single total expenditure was made in Port-aux-Basques. An amount of $617 was spent here, of which $122 was for groceries and beverages, gasoline and automobile supplies, and restaurant food. St. John's placed second with expenditures of $504, of which approximately 16% was spent on groceries, gasoline, and restaurant meals. Corner Brook received the third largest expenditure from the Americans, $422, followed by Gander with $154. Smaller sums of money were spent in such places as Deer Lake, Clarenville, Argentia, Ferryland, St. Anthony, and Badger's Quay.

The intransit purchases made by the Newfoundland group on the way to the parks will now be considered. The total expenditure by the Newfoundland group amounted to $13,975. For a sample numbering 789 parties, this average $17.71 spent by each group (Figure 4-25). As might be expected, the largest single purchase was for gasoline and auto supplies, totalling $5,319. The next largest expenditure was for meals in restaurants which totalled $2,410. These three items accounted for a total expenditure of $10,848, or 78.1% of a total overall expenditure of $13,975.

The distribution of these purchases ranged over a far wider area than those of either the Canadian or American group

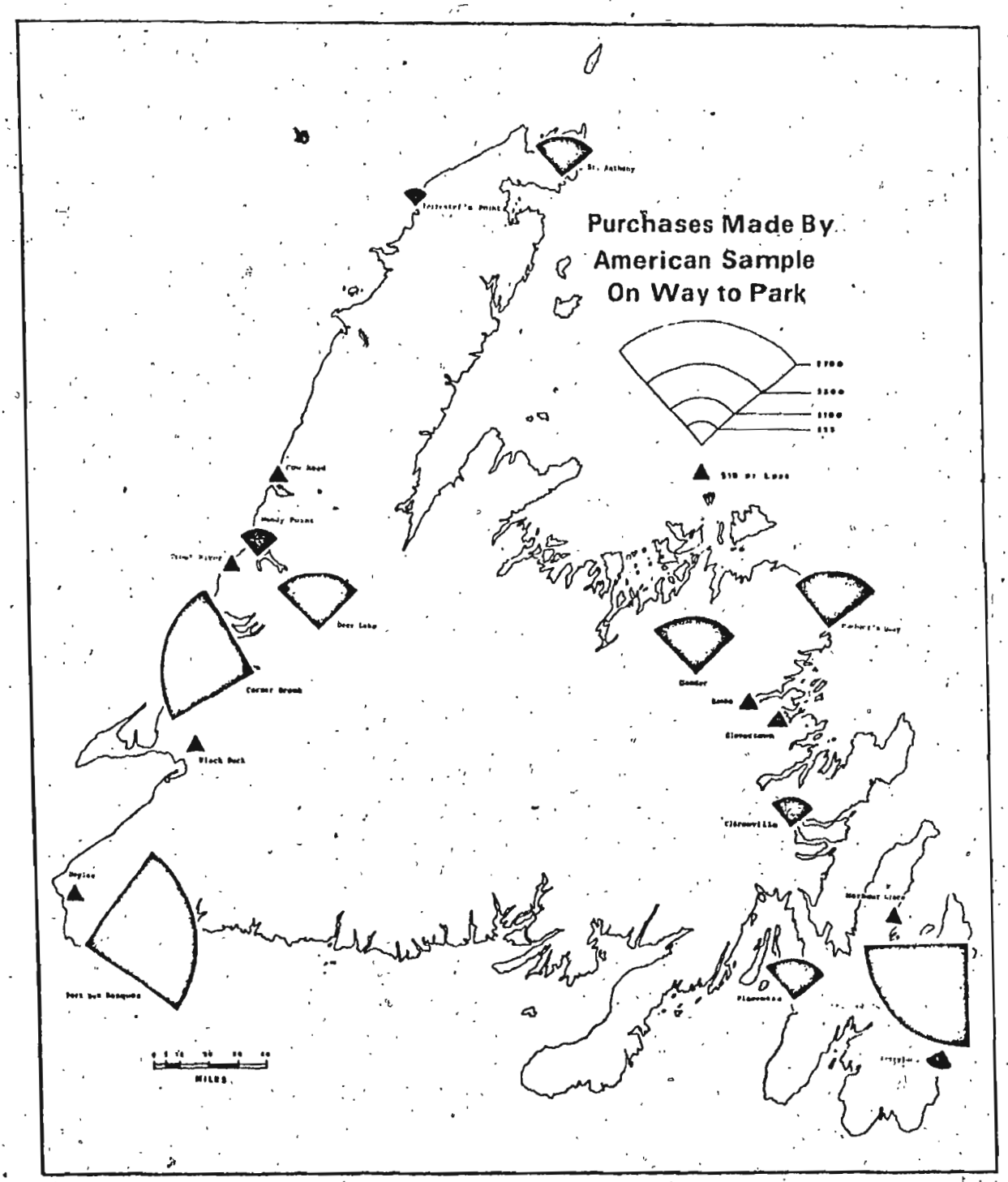


Fig. 4-24

Purchases Made By Newfoundland Sample On Way to Park

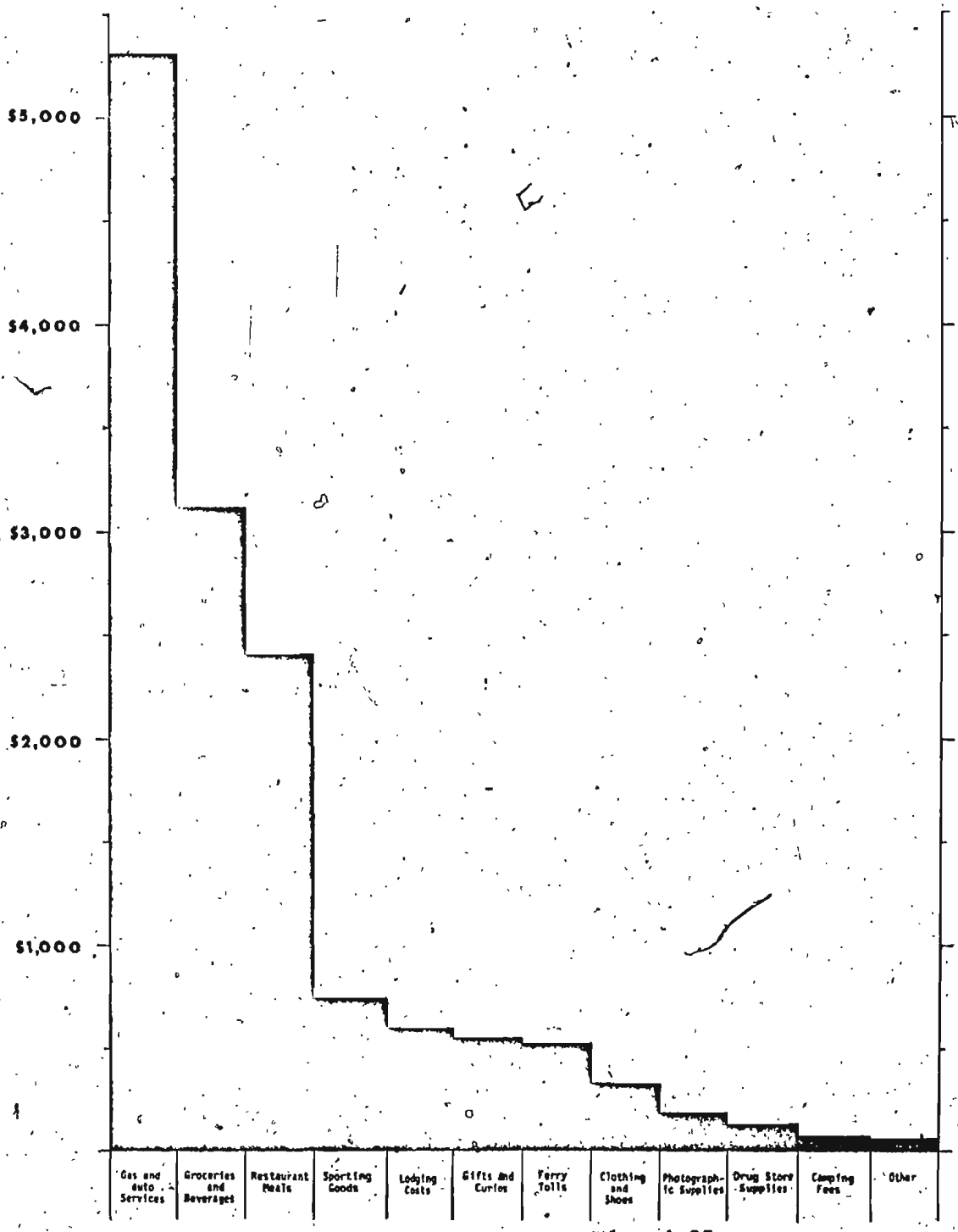


Fig. 4-25

(Figure 4-26). The greatest amount of this expenditure was concentrated in the central Newfoundland region. Springdale, Badger, Grand Falls, Gander, Gambo, and Glovertown had total purchases of $25 or more made in these communities. Other communities which had fairly large expenditures made within their boundaries include Port-aux-Basques, Stephenville, Corner Brook, Whitbourne, and St. John's. Purchases of $25 or less seem to be fairly evenly distributed throughout the province. Both Gander and Grand Falls had expenditures of over $1,000 made by Newfoundlanders on their way to provincial parks.

The purchases made by the entire group sampled on the way to the parks amounted to $57,716, of which $22,376 or 38.8% was spent in Newfoundland. The average par party total expenditure for the 1,104 groups sampled was $52.28. The average amount spent per party in Newfoundland for the 1,104 groups sampled was $20.77. The largest overall expenditure was for ferry passages and this cost the sample group $17,775. The next most purchased commodity was gasoline and automobile services which accounted for $15,239. The third greatest expenditure was for groceries and beverages amounting to $8,164, followed by restaurant meals in the amount of $6,257 (Figure 4-27). Summarizing the expenditure made on the way to the parks by the total group sampled, it can be seen that the Newfoundland group consisting of 789 parties spent $13,975, the Canadian group, consisting of 158 parties spent $19,673, and the American group, having 157 parties spent $24,068, for a total expenditure of

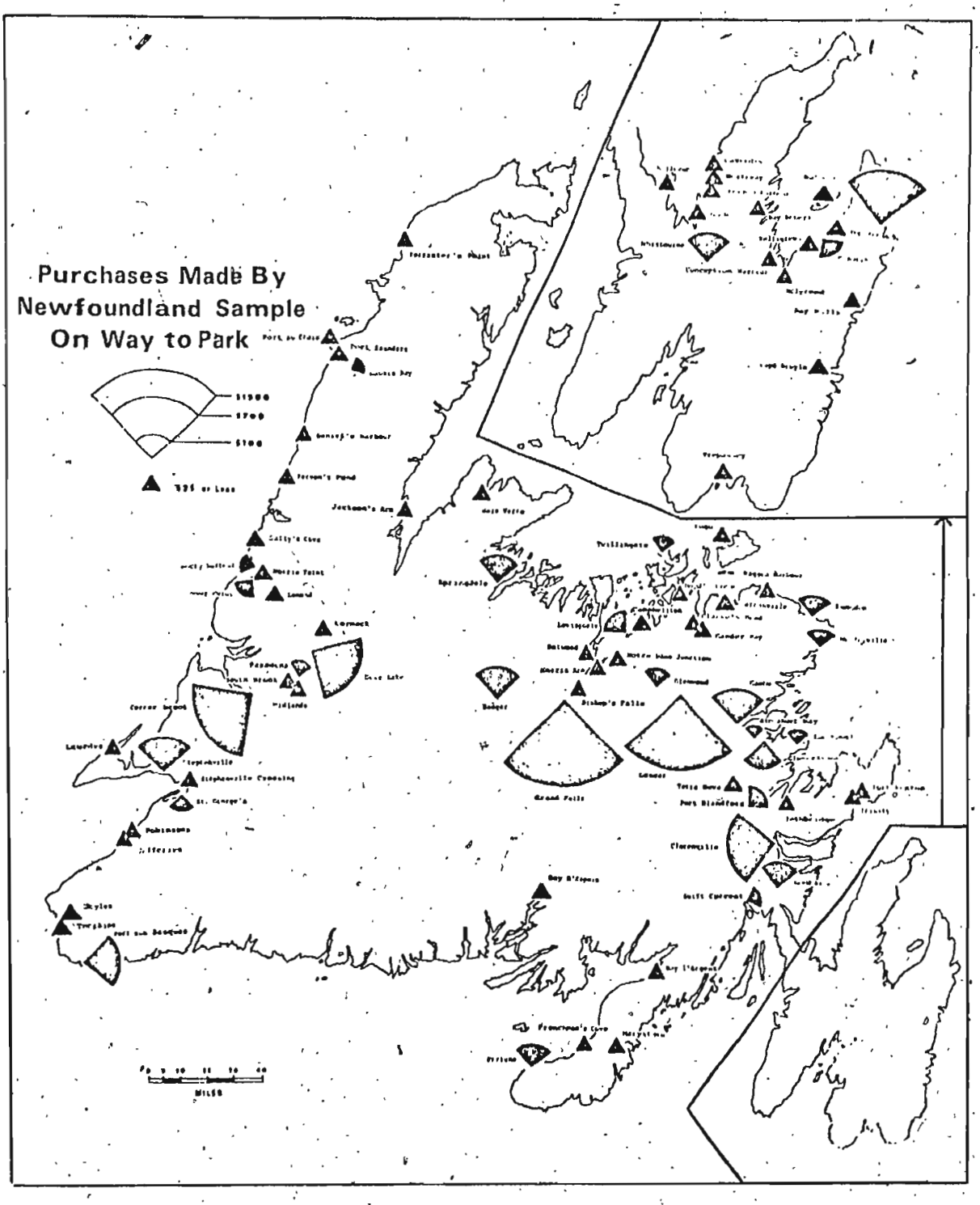
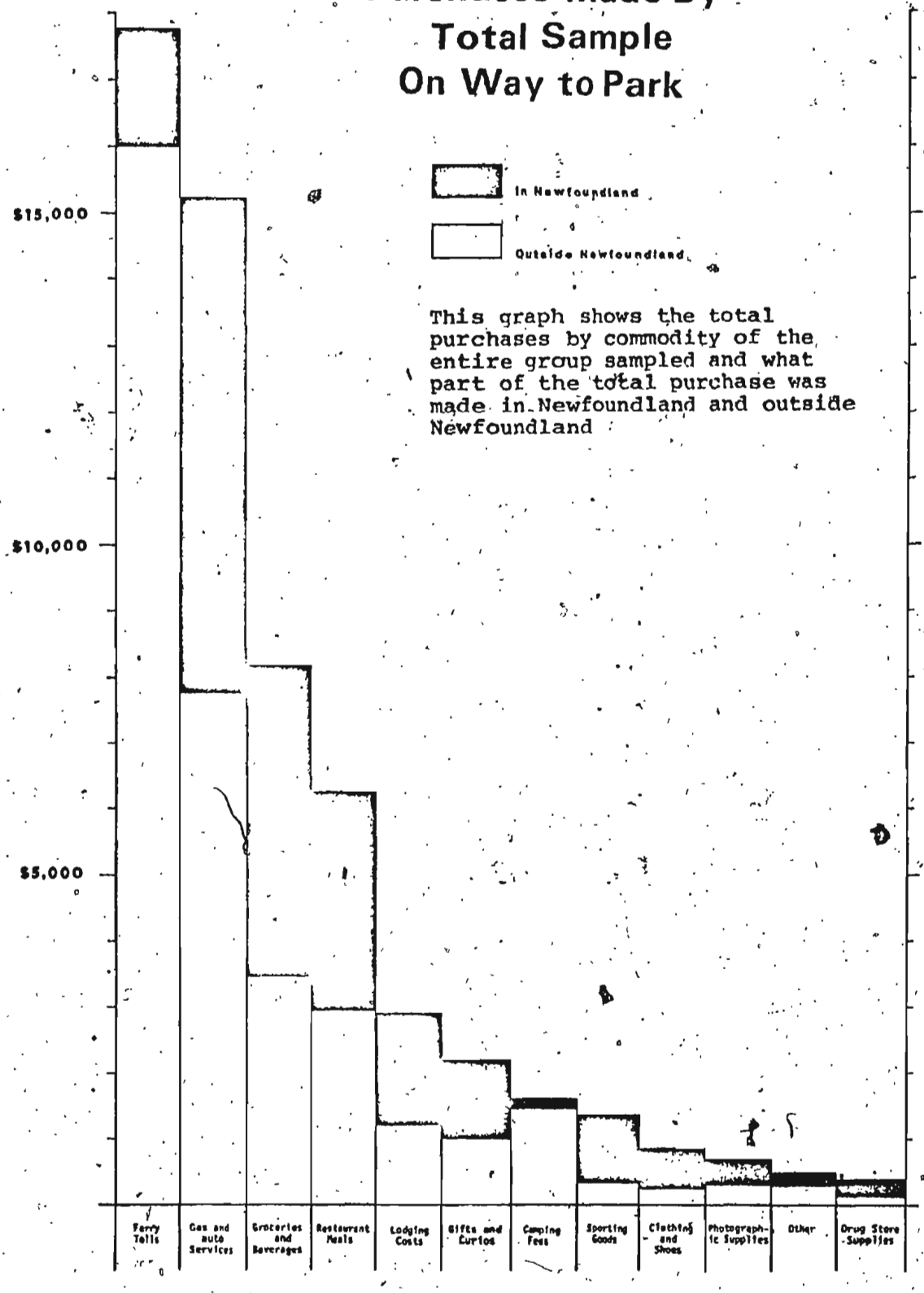

Purchases Made By
Newfoundland Sample
On Way to Park
$1500
$700
$100
$25 or Less

Fig. 4-26

Purchases Made By Total Sample On Way to Park



This graph shows the total purchases by commodity of the entire group sampled and what part of the total purchase was made in Newfoundland and outside Newfoundland

Fig. 4-27

$57,716. Thus, it can be seen that there may be a correlation between the distance travelled to the parks and the amount of money spent by the group sampled. The American group, which came from the furthest distance, spent the greatest amount of money, while the Newfoundland group, which were closest to the parks, spent the least. However, one must not be too hasty in stating a definitive correlation between the distance travelled and the expenditure made. It must be borne in mind that the American sample had the highest average income, while the Newfoundland sample had the lowest.

Purchases at Parks

The expenditures made by the sampled group while staying at the parks will now be considered. The total amount of money spent by the 1,104 parties sampled during this segment of their recreation experience totalled $31,312 (Figure 4-28). This amounts to a per party average of $28.37. The single commodity for which most money was spent, groceries, amounted to $8,743. Camping fees cost the group $7,953. Gasoline and automobile supplies were next, totalling $5,774. The next largest expenditure was for food in restaurants and this cost the sampled group, while staying at the parks, $3,023. Other expenditures were $485 for photographic supplies, $1,332 for clothing and shoes, $1,405 for sporting goods and camping supplies, $341 for health services and drug store supplies, $134 for lodging fees, $1,602 for curios, gifts and souvenirs and $530 was spent on unspecified items.

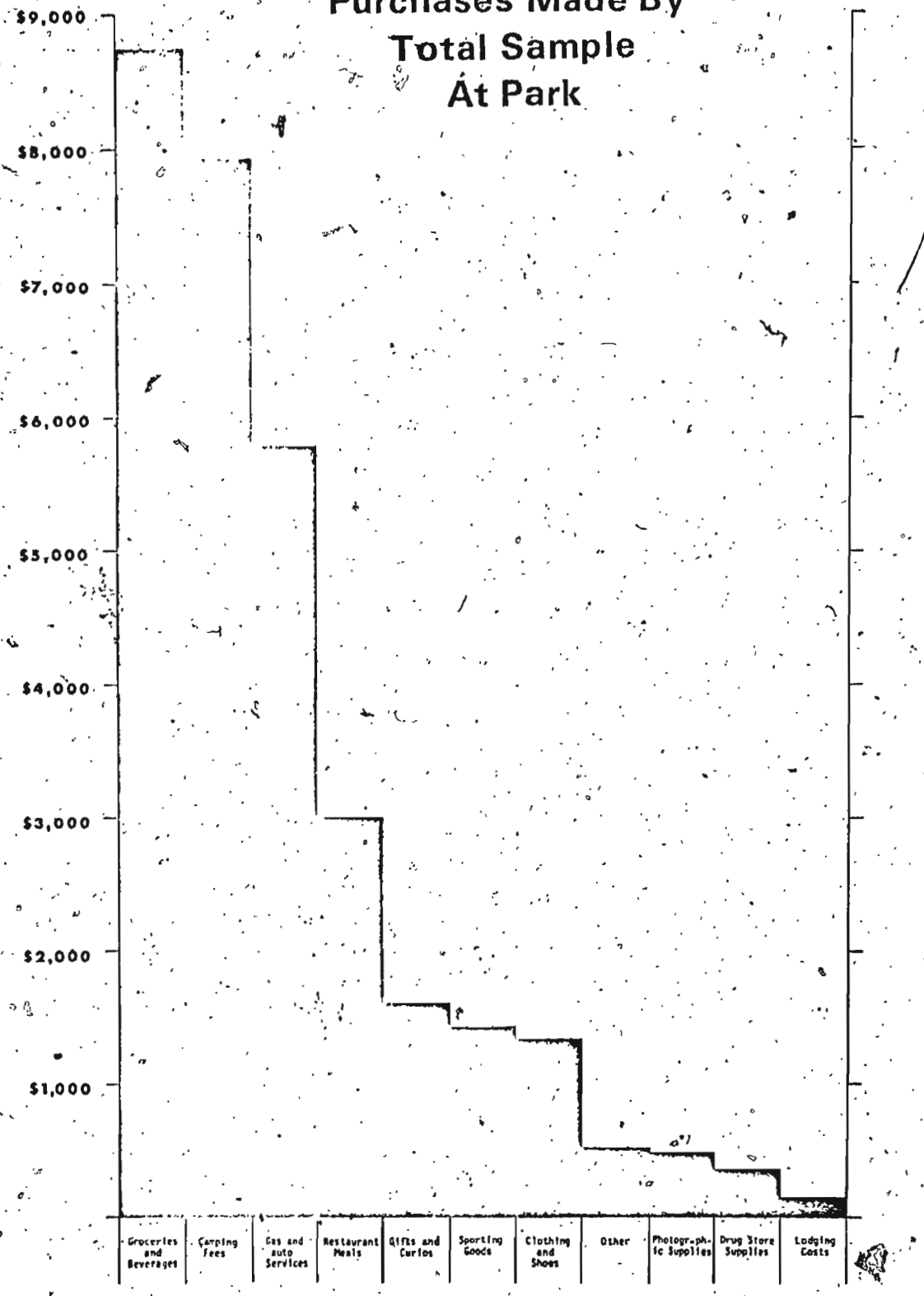

Purchases Made By
Total Sample
At Park
$9,000
$8,000
$7,000
$6,000
$5,000
$4,000
$3,000
$2,000
$1,000
Groceries and Beverages
Camping Fees
Gas and auto Services
Restaurant Meals
Gifts and Curios
Sporting Goods
Clothing and Shoes
Other
Photogr-ph-ic Supplies
Drug Store Supplies
Lodging Costs

Fig. 4-28

The purchases made while staying at the individual parks will now be considered (Figure 4-29). The park which accounted for the largest expenditure was Barachois Pond, which accounted for the sum of $4,573. Butter Pot had the next largest expenditure, and this amounted to $3,792, while Catamaran followed closely behind with a total of $3,647. Other parks which fell within the $1,000 - $2,000 range of expenditure include Gushue's Pond, Beothuck, Notre Dame, J. T. Cheeseman, Squires Memorial, and River of Ponds. The other parks sampled had less than $1,000 each spent by the sampled group staying in them. These parks are Bellevue Beach, Frenchman's Cove, La Manche, Lockston Path, Windmill Bight, Dildo Run, Flatwater Pond, Indian River, Jonathan's Pond, Middle Brook, Mary March, Sop's Arm River, Grand Codroy, Crabbe's River, Otter Bay, and Piccadilly Head. Thus it can be seen that the top ten parks accounted for $26,432 or 84% of the total amount spent by the sample group while staying at the parks. The average per park total expenditure for each of the twenty-five parks used in the sample amounts to $1,252.

The communities where the sample groups spent their money while staying at the parks is shown in Figure 4-30. As can be readily seen, the distribution of expenditure is fairly evenly spread throughout the province. The eight communities which had the most expenditure by campers while staying at the parks accounted for 49% of the total expenditure of $31,322 or $15,361. A listing of these eight communities plus the amount of money spent in each follows:

Purchases Made By Total Sample At Park

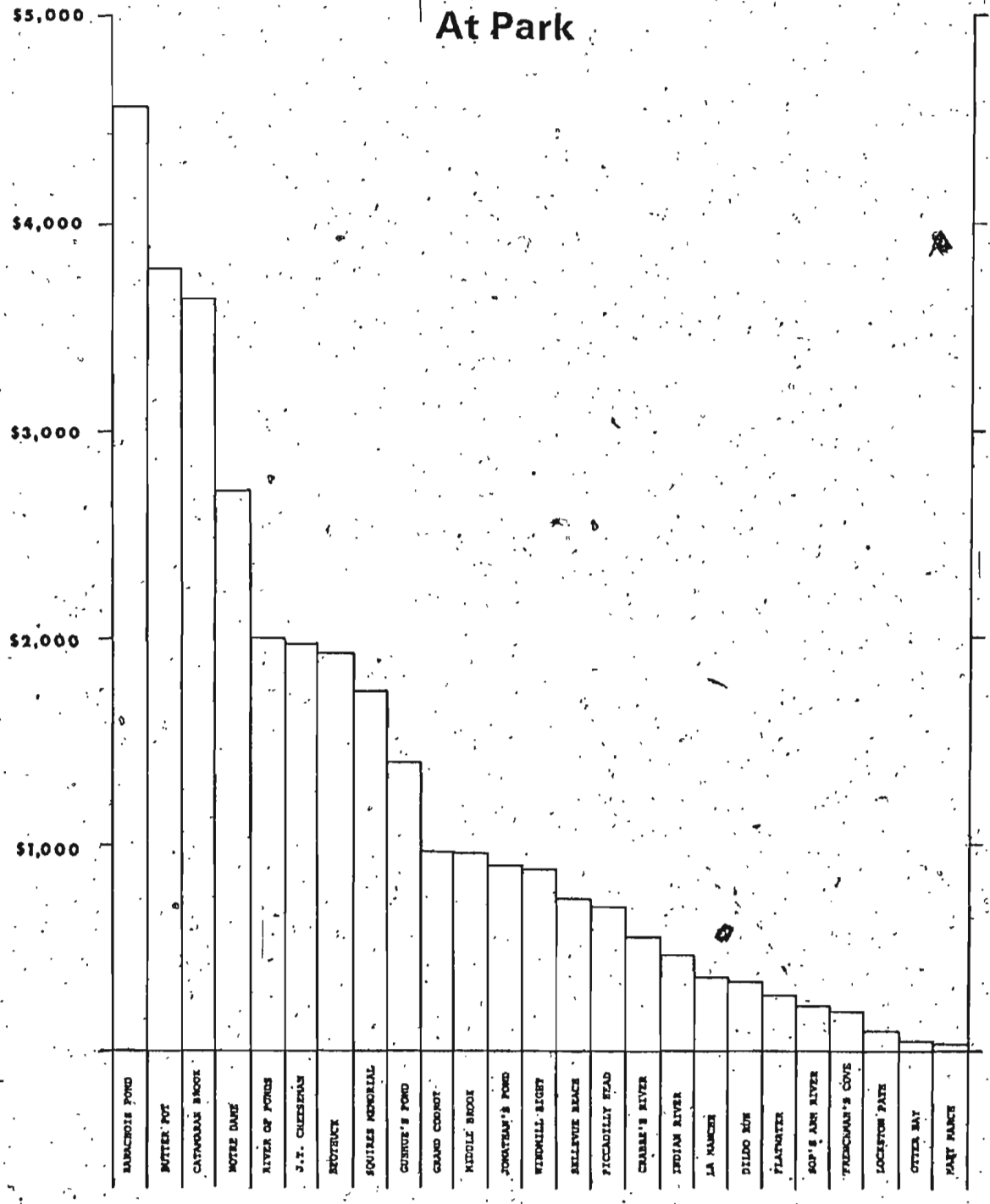


Fig. 4-29

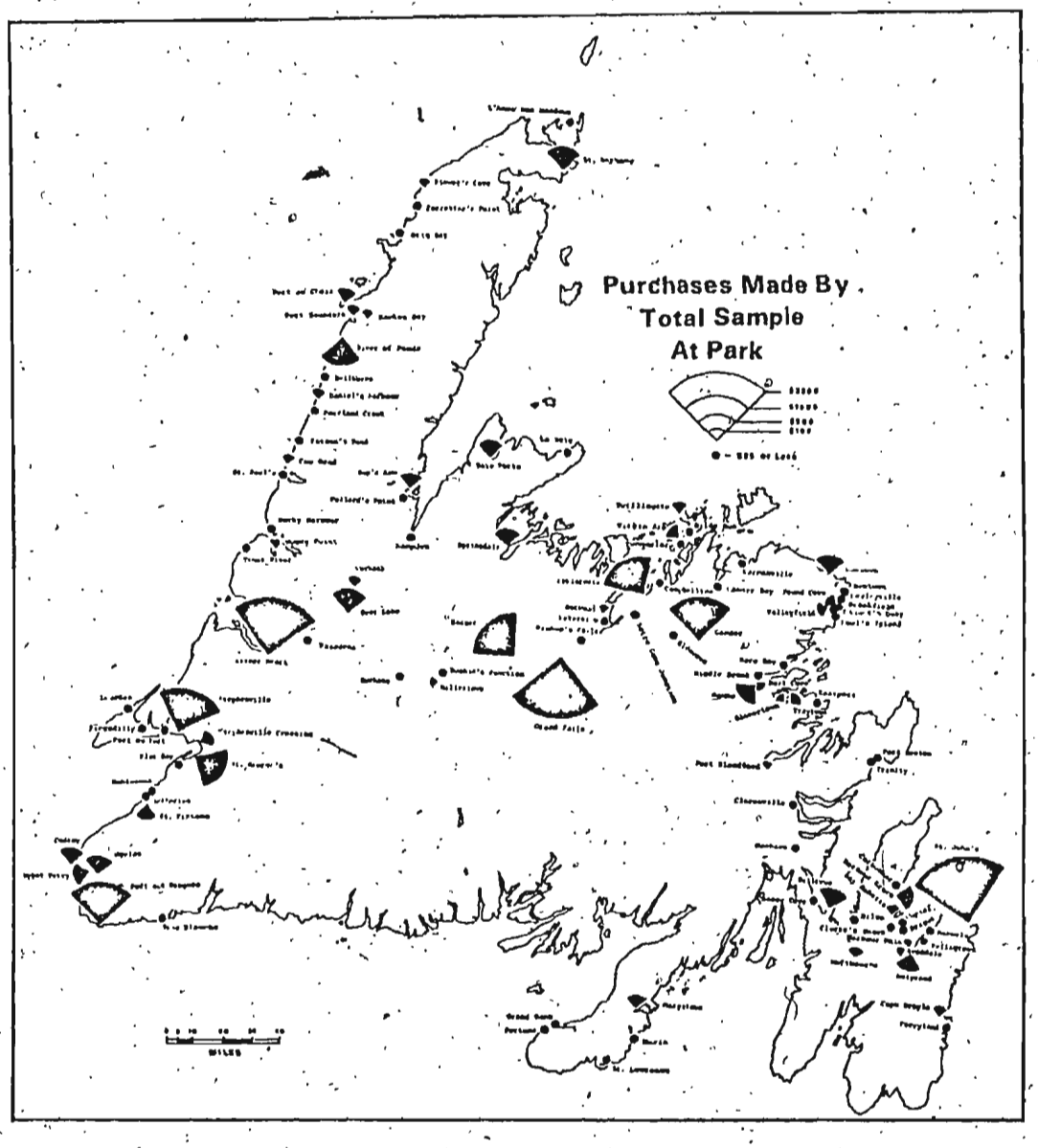


Fig. 4-30

1. St. John's - $3,219
2. Grand Falls - $2,888
3. Corner Brook - $2,549
4. Stephenville - $1,450
5. Gander - $1,443
6. Badger - $1,364
7. Port-aux-Basques - $1,351
8. Lewisporte - $1,097

Purchase Hinterland

The hinterland of purchases made while staying at the parks will now be considered. Figure 4-31 shows the hinterland of Mary March, Crabbe's River, Notre Dame and Bellevue Beach Parks. The hinterland of Bellevue Beach went as far north as Trinity and as far east as St. John's. Other communities where purchases were made by those staying at Bellevue Beach were Bellevue, Dildo, Whitbourne, and Chance Cove. The hinterland of Notre Dame Provincial Park extended from Corner Brook to Gambo. Other communities included in this hinterland were Deer Lake, Badger, Grand Falls, Botwood, Gander, Notre Dame Junction, Glenwood, and Twillingate. The communities at which purchases were made by those staying at Crabbe's River Park included Port-aux-Basques, St. Andrews, Doyles, Codroy, St. Vincent's, St. Georges, Stephenville, Corner Brook and Woody Point. The hinterland of Mary March Park could not be identified because there were no replies to the appropriate question on the survey sheet.

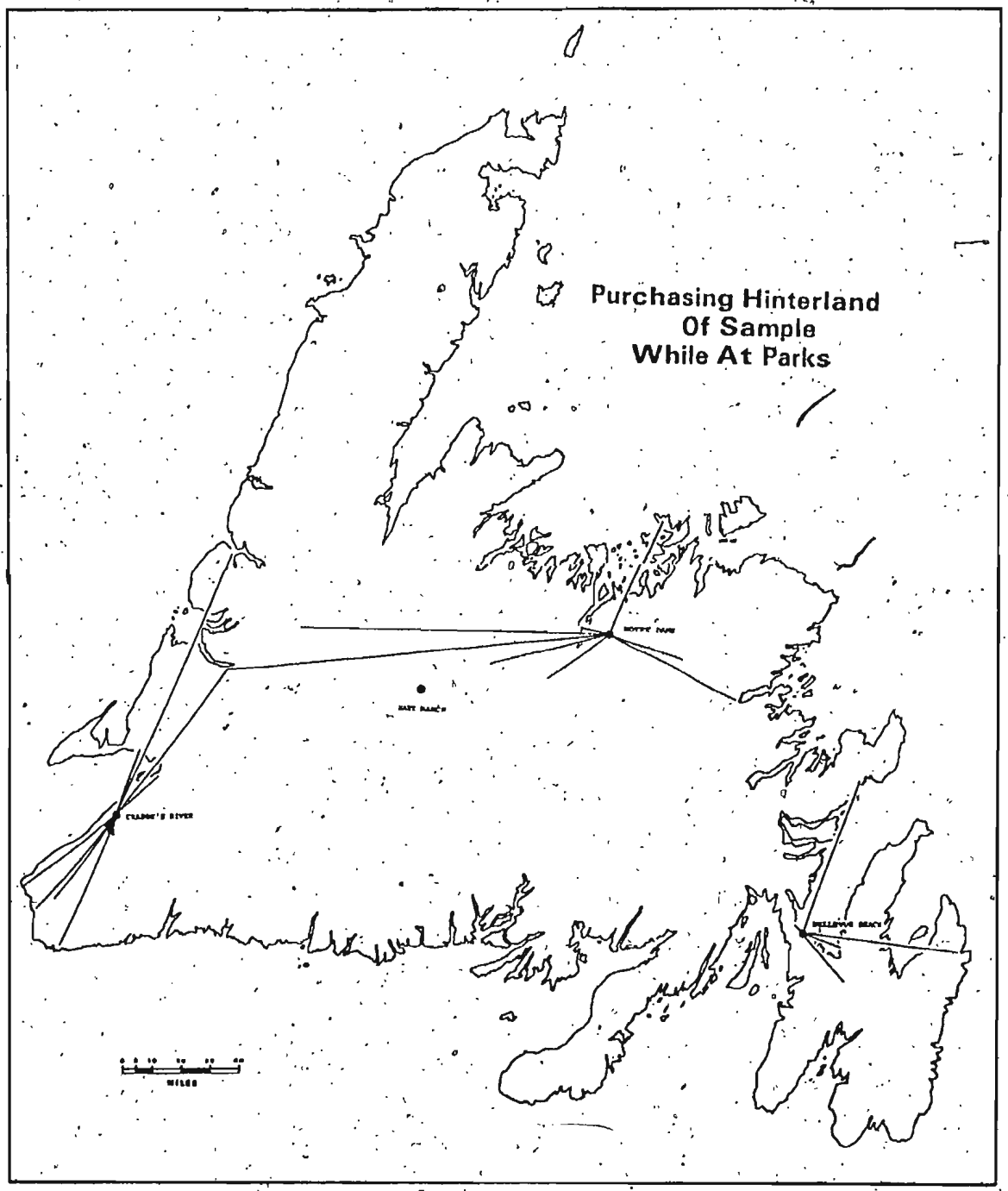


Fig. 4-31

The hinterland for Grand Codroy, Flatwater Pond, Windmill Bight, and La Manche are shown on Figure 4-32. The hinterland for Codroy Park includes the settlements of Port-aux-Basques, Doyles, Upper Ferry, Codroy, Corner Brook, and Deer Lake. The hinterland of Flatwater Pond Park includes the settlements of Deer Lake, Baie Verte, and La Scie. The hinterland of Windmill Bight is quite compact for the most part, and the settlements included here are Gander, Lewisporte, Clarenville, Lumsden, Newtown, Wesleyville, Badger's Quay, Pool's Island, Valleyfield, and Pound Cove. Purchases made by those people staying at La Manche Park during their stay were made in St. John's, Cape Broyle, and Ferryland.

The hinterland for Piccadilly Head Park is shown in Figure 4-33, as are the hinterlands for Indian River and Dildo Run Parks. The hinterland for Piccadilly Head includes the settlements of Lourdes, Piccadilly, Port au Port, Stephenville, Corner Brook, Deer Lake, Woody Point, and Grand Falls. The hinterland for Indian River Park included Corner Brook, Stephenville, Grand Falls, Springdale, and Gander. The hinterland for Dildo Run Provincial Park is contained within a very small area. Included in the settlements in this hinterland are Dildo, Summerford, Virgin Arm, and Twillingate.

The communities where purchases were made by those staying at Barachois, Jonathan's Pond, and Lockston Path Parks are shown in Figure 4-34. The hinterland for Lockston Path includes the communities of Port Rexton, Trinity, and Clarenville, while

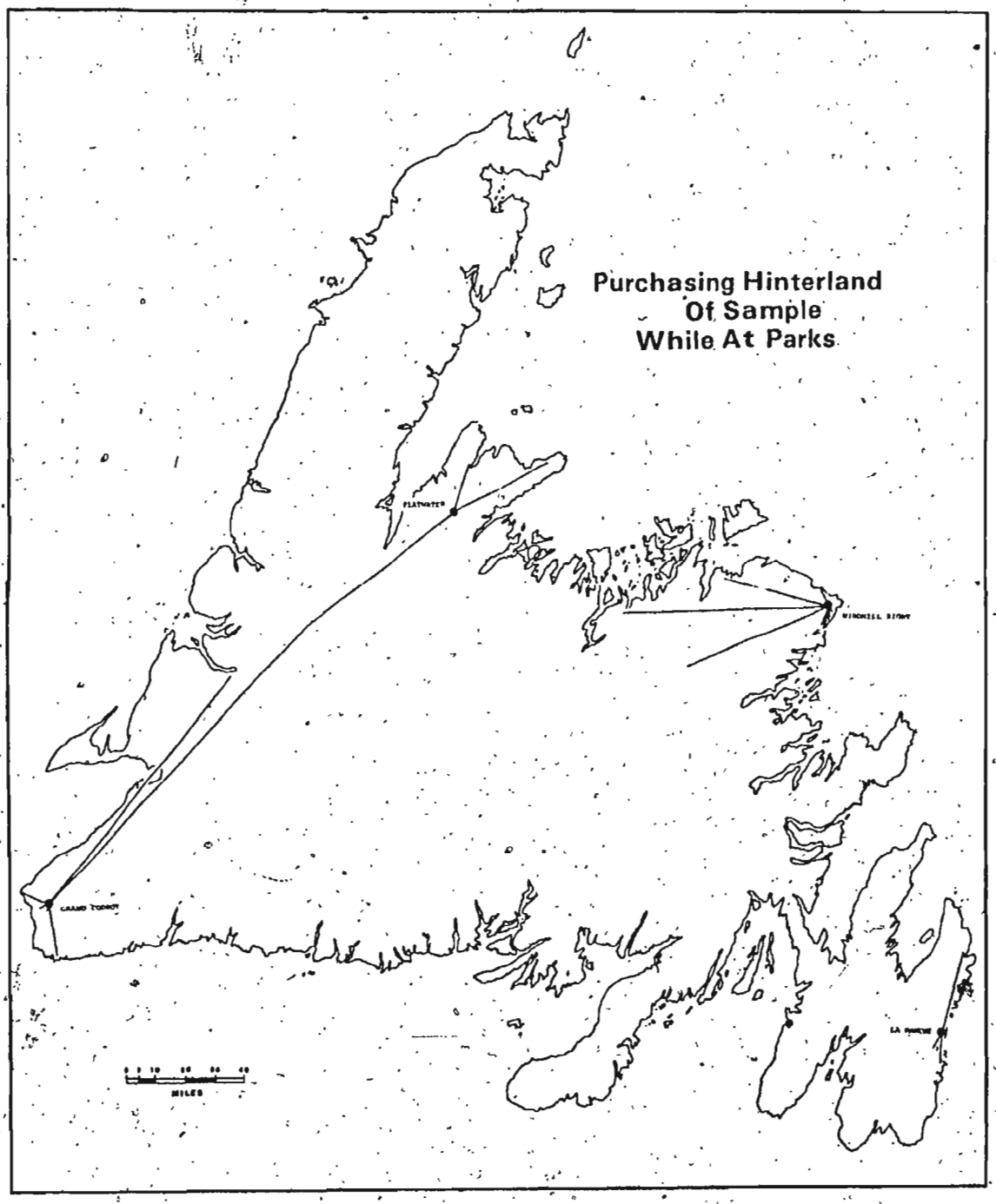

Purchasing Hinterland
Of Sample
While At Parks
PLATTSBURGH
GRAND FORKS
MILES

Fig. 4-32

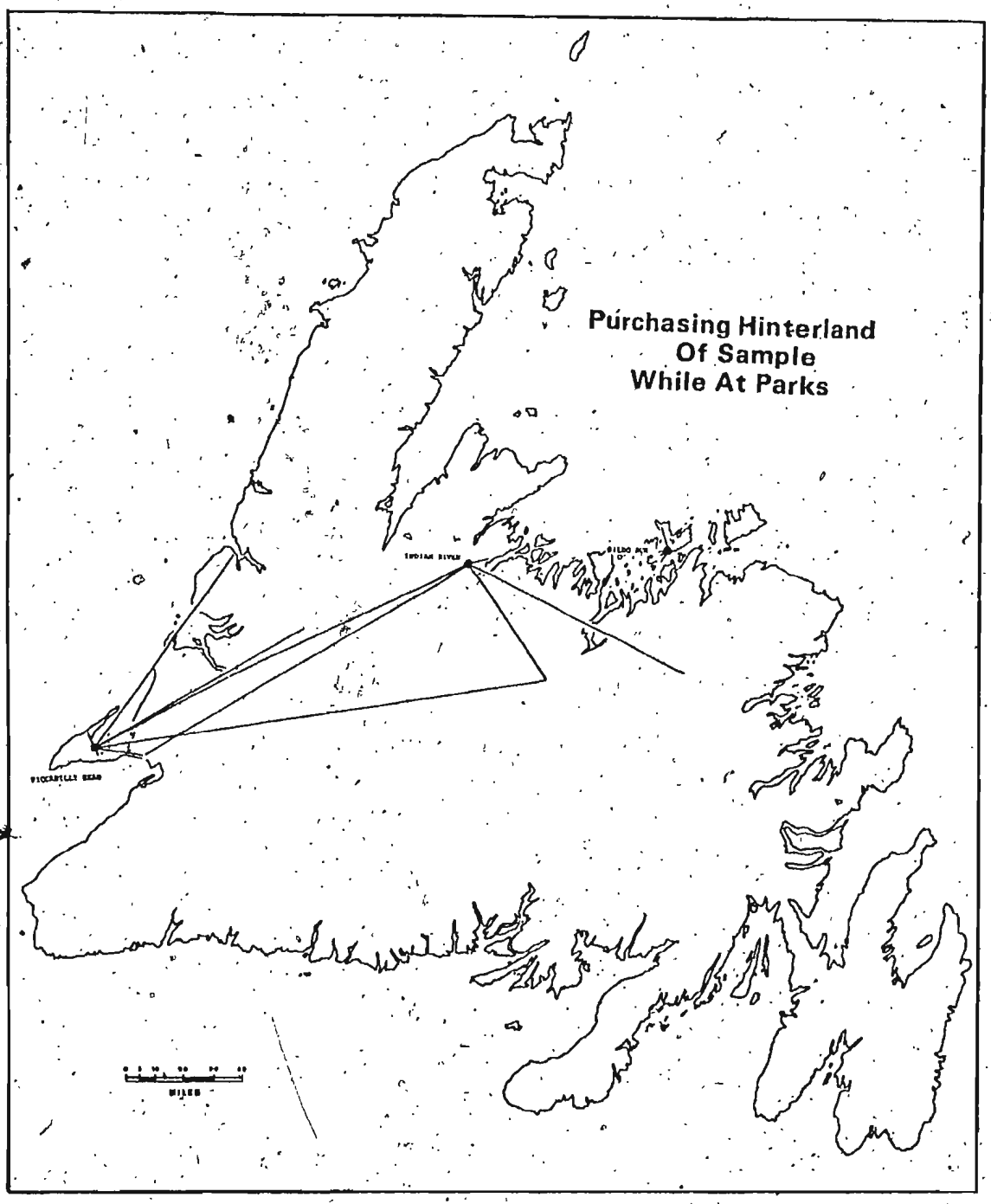


Fig. 4-33

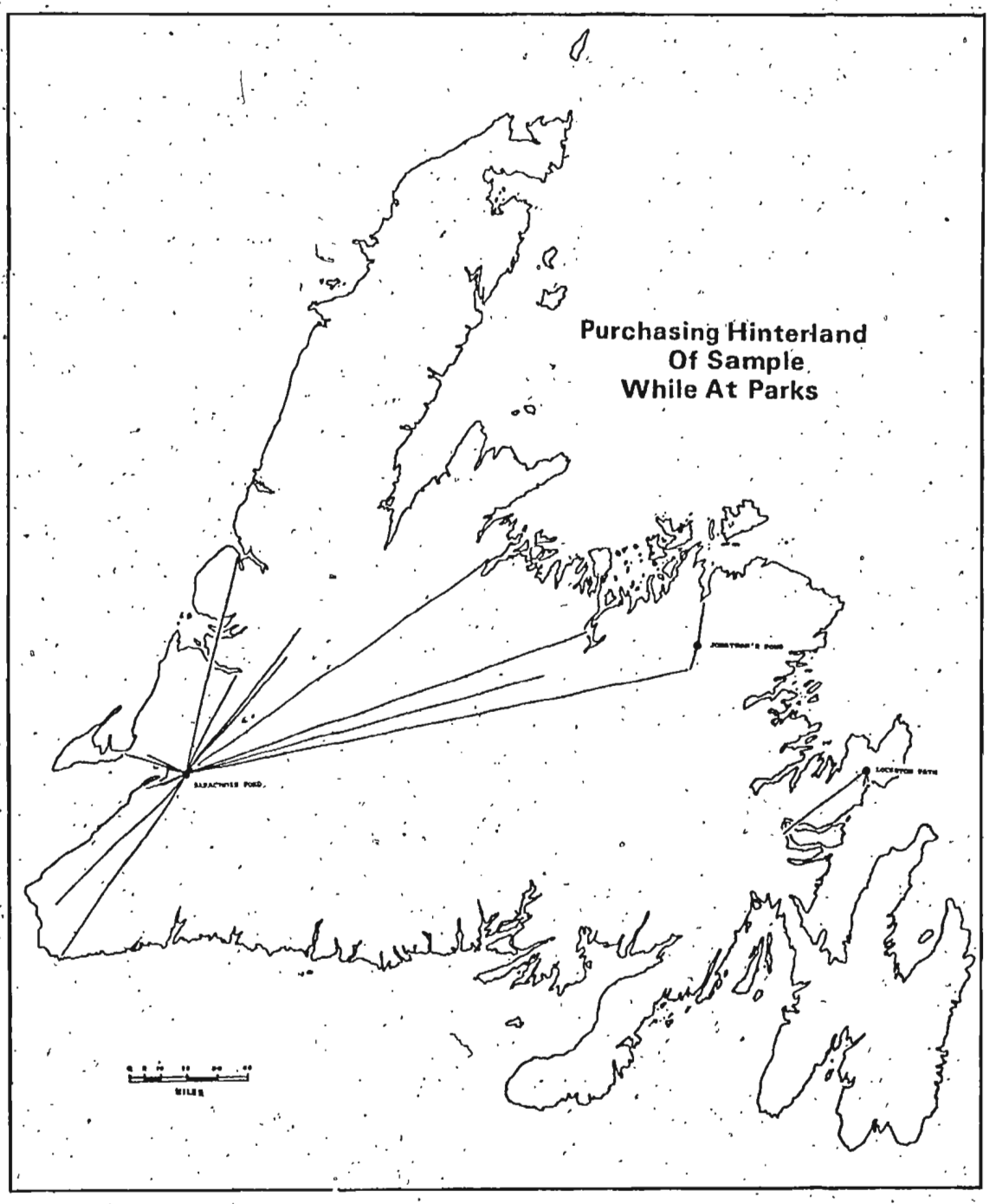


Fig. 4-34

the hinterland of Jonathan's Pond Park includes Gander and Gander Bay. The hinterland of purchases made by those staying at Barachois Pond Park extended from Port-aux-Basques to Gander. Other communities included in this hinterland were Doyles, St. George's, Flat Bay, Port au Port, Stephenville, Stephenville Crossing, Corner Brook, Woody Point, Deer Lake, Pasadena, Botwood, and Grand Falls.

The hinterland for Otter Bay, Beothuck, Frenchman's Cove, and Gushue's Pond Parks are shown in Figure 4-35. The hinterland for the Otter Bay Provincial Park was Port-aux-Basques in the west and Rose Blanche in the east. Beothuck Park's hinterland included Peterview, Bishops Falls, Grand Falls and Gander. The hinterland for Frenchman's Cove Park was very compact and included the settlements of Grand Bank, Fortune, St. Lawrence, Burin, and Marystown. Included in the hinterland for Gushue's Pond Park were the communities of Clarenville, Whitbourne, Carbonear, Bay Roberts, Cupids, Brigus, Avondale, Harbour Main, Holyrood, and St. John's.

The hinterland of another four of the provincial parks is shown in Figure 4-36. The hinterland for Cheeseman Park extended as far north as Corner Brook and also included the communities of Stephenville, Jefferies, Codroy, Doyles, and Port-aux-Basques. The hinterland of River of Ponds Park was fairly extensive. Settlements where purchases were made by those staying at River of Ponds include St. Georges, Corner Brook, Rocky Harbour, St. Paul's, Hawkes Bay, Cow Head,

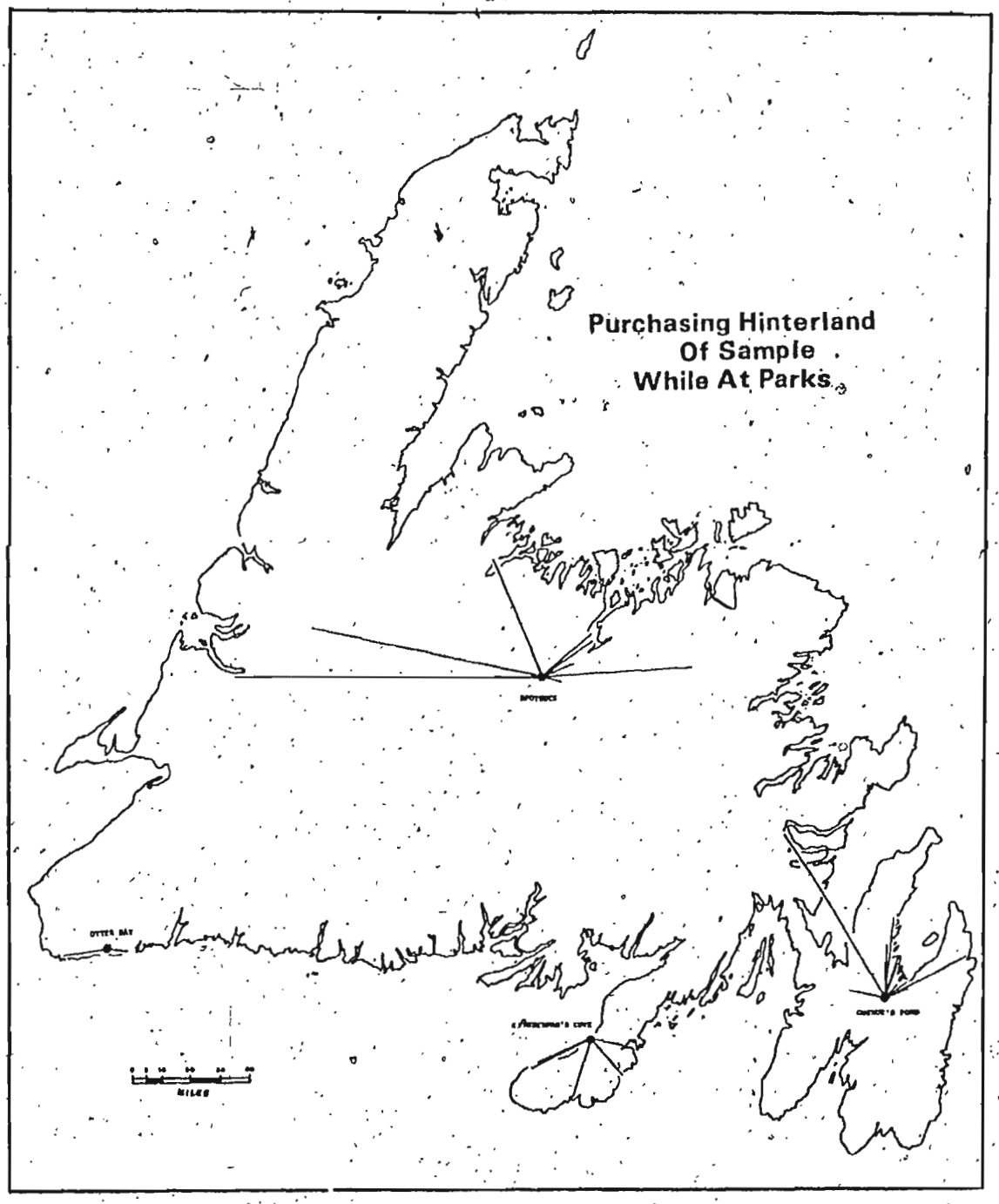


Fig. 4-35

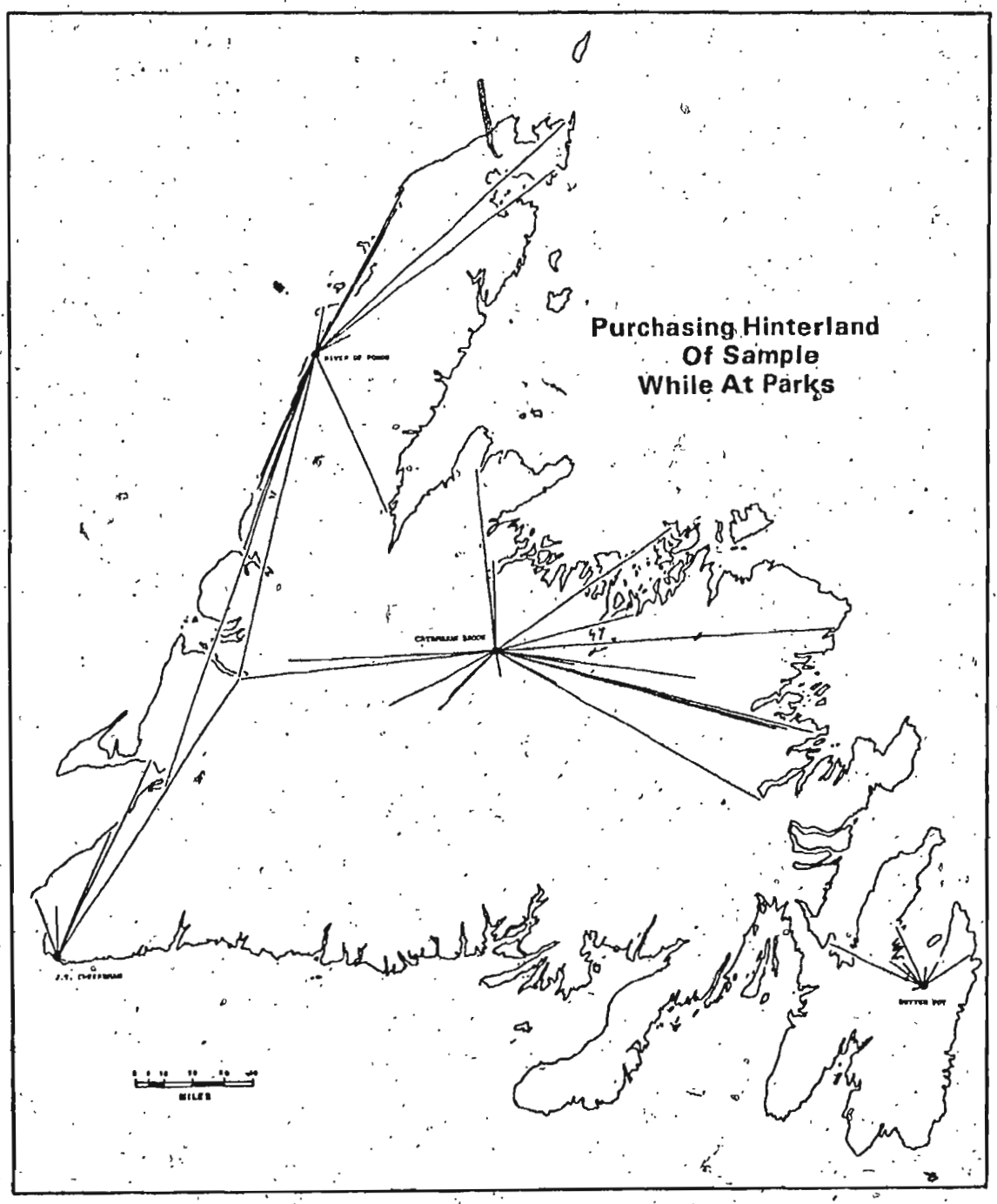


Fig. 4-36

Parson's Pond, Portland Creek, Daniel's Harbour, Bellburns, River of Ponds, Port Saunders, Port au Choix, Brig Bay, Plum Point, Forrester's Point, Flower's Cove, L'Anse aux Meadows, St. Anthony, and Pollard's Point. The hinterland of Catamaran Brook Park was also fairly extensive. Included in it were the communities of Corner Brook, Pasadena, Buchans, Millertown, Buchan's Junction, Badger, Baie Verte, Springdale, Twillingate, Lewisporte, Bishop's Falls, Grand Falls, Gander, Brookfield, Eastport, Traytown, Glovertown, Terra Nova, and Port Blandford. The hinterland of Butter Pot Provincial Park included the communities of Bellevue, Clarke's Beach, Harbour Grace, Brigus, Holyrood, Kelligrew's, Manuels, and St. John's.

The distribution of the hinterlands for the final three provincial parks sampled is shown in Figure 4-37. The hinterland for Middle Brook Provincial Park extended from Goobies to Wesleybille and included such communities as Port Blandford, Eastport, Traytown, Glovertown, Gambo, Dark Cove, Middle Brook, and Gander, while the hinterland for Sop's Arm Park was covered by the communities of Grand Falls and Sop's Arm. The final hinterland to be considered is that of Squires Memorial Park. The communities where purchases were made by those campers staying at this park included Grand Falls, Springdale, Baie Verte, Hampden, Cow Head, Woody Point, Cormack, Deer Lake, Steady Brook, Corner Brook, Stephenville, Robinson's and Port-aux-Basques.

The results of the sample taken show that the spending by those staying at provincial parks is fairly well distributed

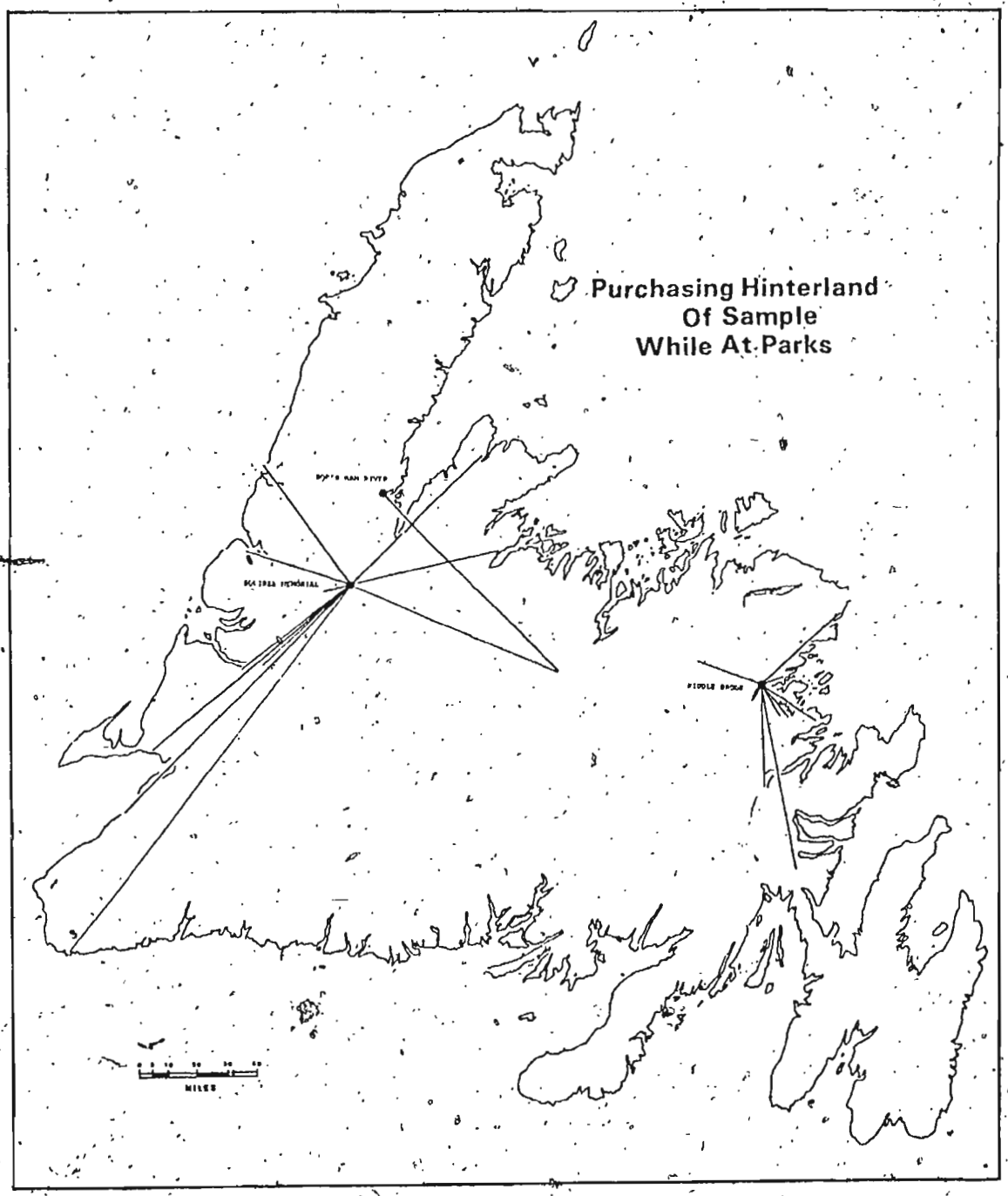


Fig. 4-37

throughout most of the island. It would appear that the size of the hinterland of the various parks is in direct proportion to the number of visitors staying at a particular park. For example, Dildo Run, which has a small number of campers staying in relation to Barachois Park, has a far smaller hinterland than does Barachois Pond Park. Another conclusion that can be drawn from this segment of the sample is that the larger urban centers across the province seem to benefit most by having a camping park located nearby. It seems that most of the spending by the campers is done in these larger urban centers.

"On Way Home" Purchases

Consideration will now be given to the purchases made by the sampled group on their way home from the parks after their trip.

The Canadian group sampled spent a total of $8,783 as they made their way to their residences after their park visit. This was an average per party purchase of $55.59. Of the $8,783 total spent on the way home, $5,177 or 58.9% was spent in Newfoundland. For the 158 parties sampled, this was an average expenditure of $32.77 made in this province.

As might be expected for this segment of the recreation experience, most of the money spent was for gasoline and automobile services. This commodity accounts for $2,749 of the total, and of this, $1,360 was spent in Newfoundland. The next largest amount was for meals in restaurants and this totalled

$997, of which $528 was spent in this province. A total of $972 was spent for groceries and beverages and $402 of this amount was spent in Newfoundland. The totals for most other commodities amounted to less than $500 each (Figure 4-38).

In Newfoundland most of the expenditure was made at exit points (Figure 4-39). The town of Port-aux-Basques received the largest amount of tourist exit spending, $1,320, most of which was spent for gifts, curios, and souvenirs. Argentia was the community which received the second largest amount of expenditure, a total of $698 all of which was for gifts, curios, and souvenirs. St. John's received the third largest proportion of expenditure, $591, of which approximately fifty per cent was spent for groceries, gasoline and automobile services and restaurant meals. Other fairly small purchases were made in such communities as Carbonear, Clarenville, Gander, Grand Falls, Botwood, Corner Brook, Stephenville, St. Georges, and St. Fintan's (Figure 4-39).

The American campers sampled in the survey spent a total of $13,121 on their way home from the parks. Of this amount $5,432 was spent in Newfoundland. The total average expenditure per party was $83.70, while the average per party spent in Newfoundland was $34.60. The $5,432 spent in Newfoundland by the American group represented 47.5% of the total amount spent by this group on their way home from the parks.

Again the single latest commodity purchased by the sampled group was gasoline and automobile services, of which the total expenditure amounted to $3,890. Of this amount, $699 was spent

Purchases Made By Canadian Sample On Way Home

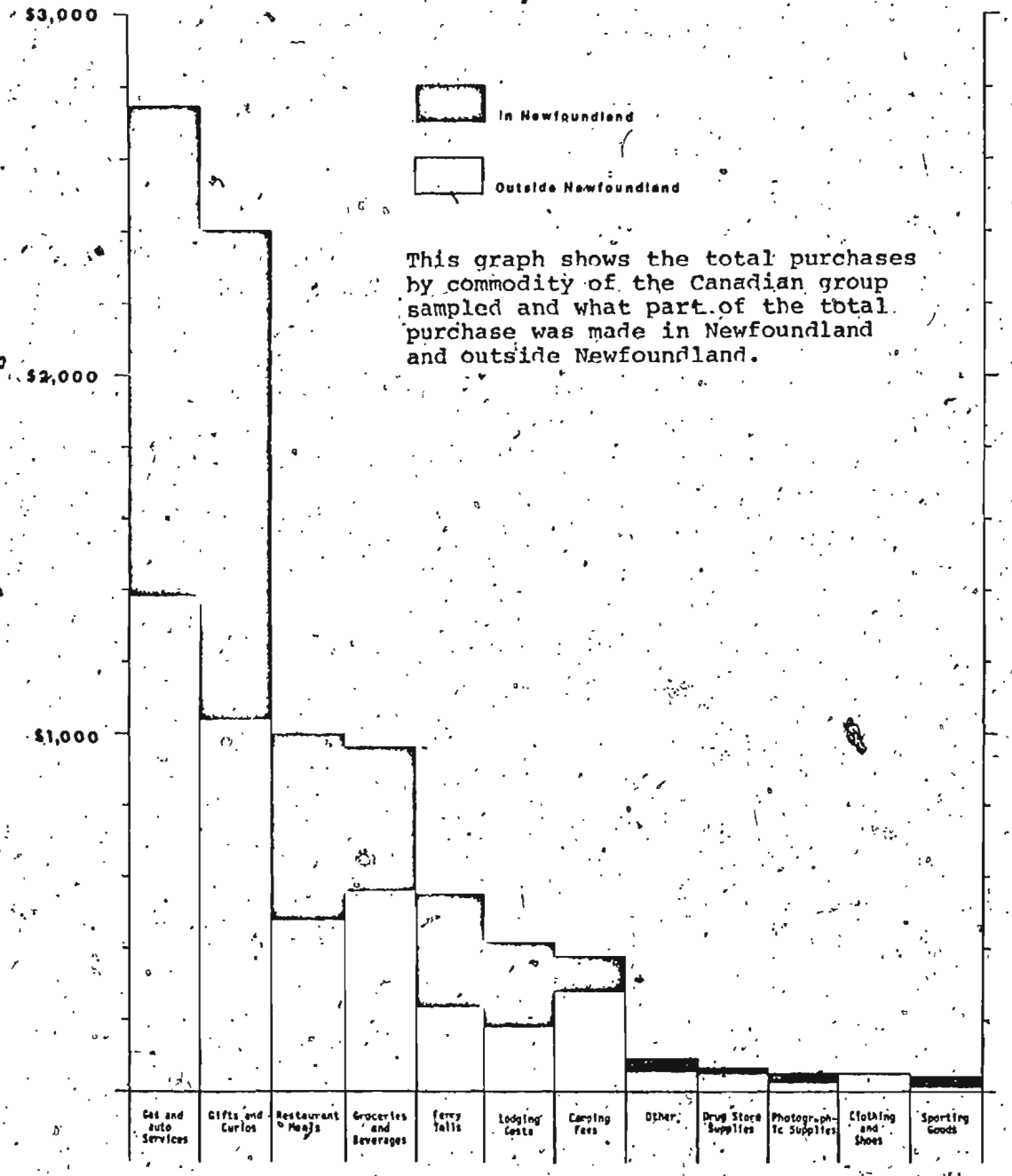


Fig. 4-38

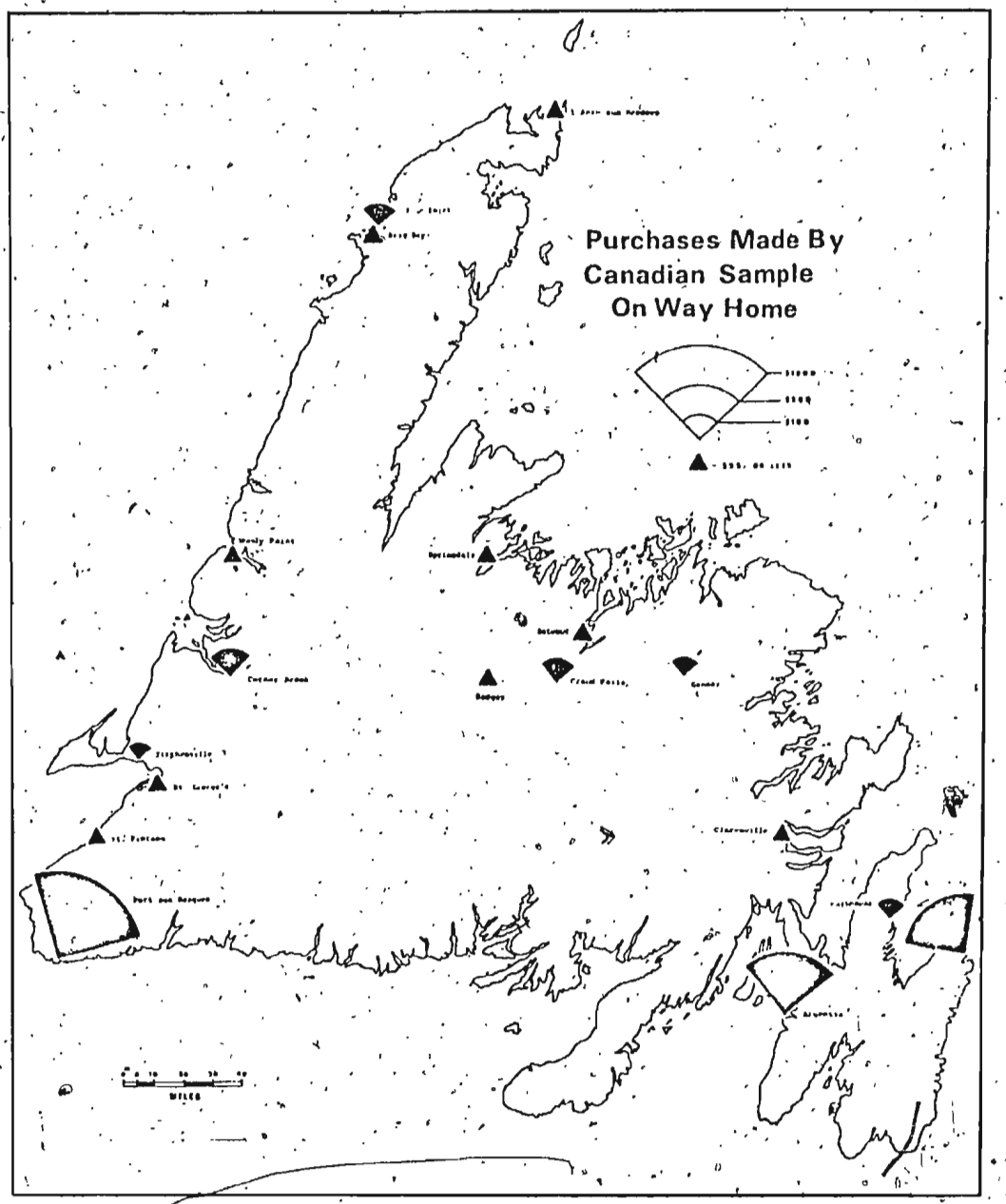


Fig. 4-39

in Newfoundland. The second largest single expenditure was on curios, gifts, and souvenirs, and this accounted for a total of $3,232, of which $3,076 was spent in this province. Groceries accounted for $1,460, of which $390 was spent in Newfoundland, while the expenditure for restaurant meals amounted to $1,419, of which $352 was spent here. Expenditures for other commodities were relatively smaller (Figure 4-40).

The communities where the expenditures made by the American sample on their way home from the parks in Newfoundland can be seen in Figure 4-41. The situation is similar to that of the Canadian group in that the largest expenditure was made in Port-aux-Basques. The economy of this community benefited by a total of $1,557 spent by American visitors headed home after their trip to Newfoundland. Of the total expenditure, $1,463 was spent on curios, gifts, and souvenirs. The community which received the second highest economic benefit from these visitors was Argentia. Of a total of $1,206 spent in this community, $1,202 was spent on curios, gifts, and souvenirs. In St. John's and Corner Brook these visitors spent $110 and $242 respectively. Other communities which benefited by spending from this group were Placentia, Bay L'Argent, Gander, Grand Falls, Millertown, St. Anthony, Flower's Cove, Forrister's Point, Rocky Harbour, Deer Lake, Stephenville, and Doyles.

The expenditures made by the Newfoundland group sampled on their way home from the parks amounted to $6,561. This was an average of $8.32 for each of the 789 parties sampled. Again

Purchases Made By American Sample On Way Home

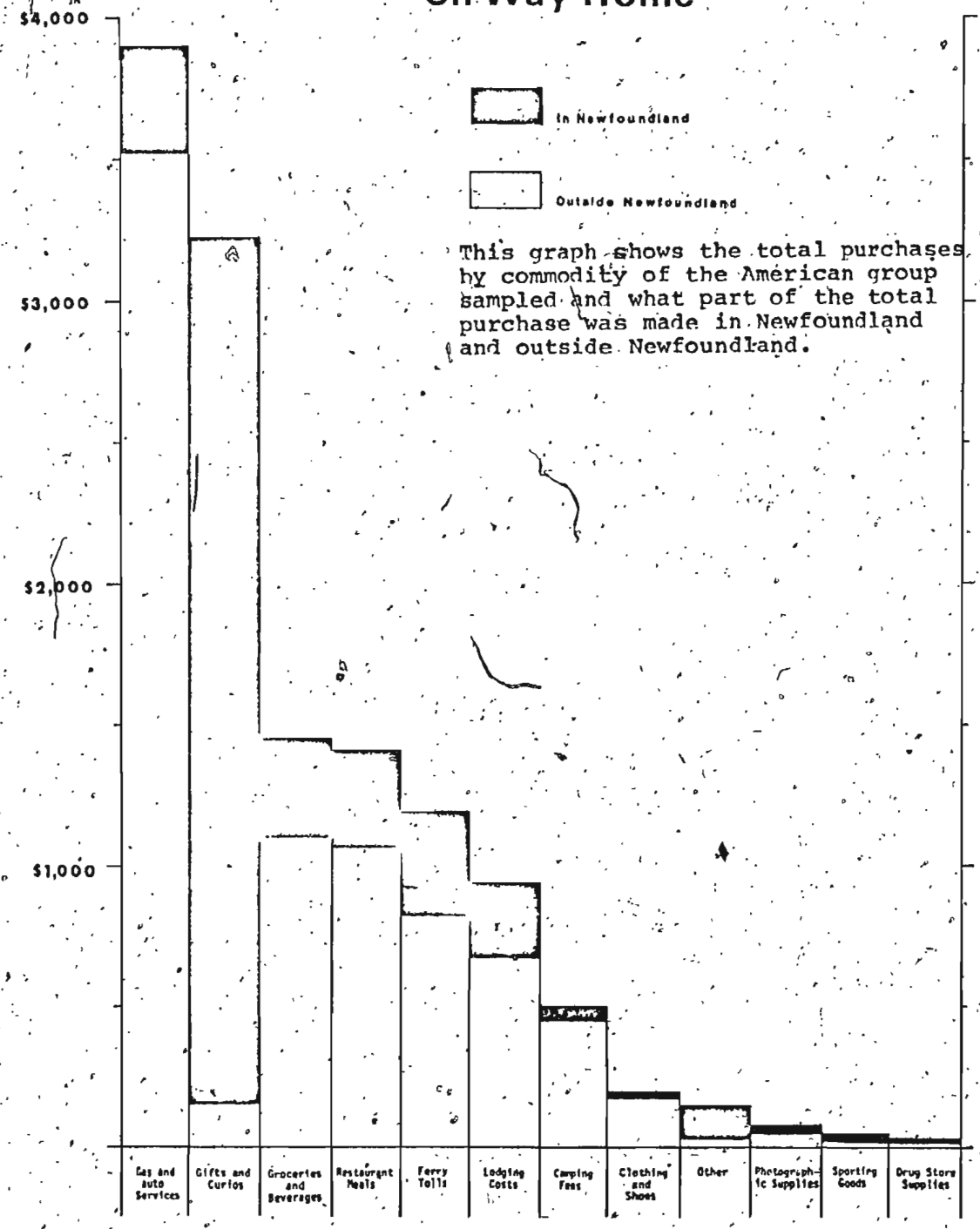


Fig. 4-40

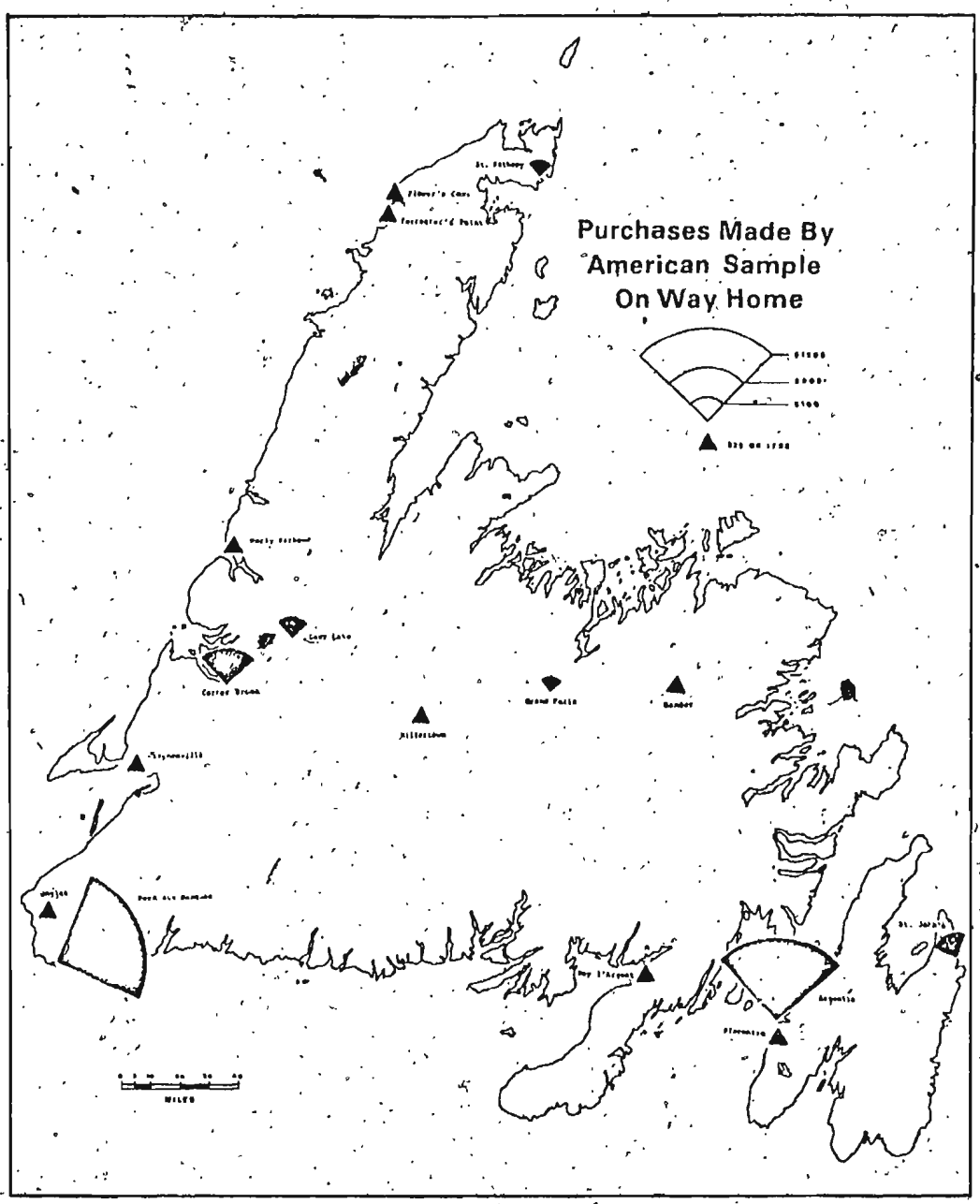


Fig. 4-41

the commodity on which most money spent was gasoline and automobile supplies. This accounted for an expenditure of $3,494 (Figure 4-42). The next largest expenditure was for restaurant meals, totalling $1,269. Groceries and beverages were next and these cost the sampled group $895. These three commodities amounted to $5,658 or 86% of the total expenditure made by the Newfoundland group sampled on the way home from the parks.

The communities in which most of the expenditures were made are located in the east central area of the province (Figure 4-43). In Gander these campers spent $753 on their way home from the parks, in Grand Falls $667, in Corner Brook $360, in Clarenville $353, and in Deer Lake $320. As can be seen from Figure 4-43, the communities in which the largest sums of money were spent are those which are considered to be urban centers and/or those located along major access routes. However, it can also be readily seen that numerous small purchases were made at various communities scattered throughout the whole island.

A consideration of the total expenditure made by the group sampled shows that by far the largest single commodity which was purchased by this group on the trip home from the parks was for gasoline and automobile supplies (Figure 4-44). For the entire sample this commodity cost $10,133, of which $5,553 was spent in Newfoundland. The next largest expenditure of the sampled group was for restaurant meals, and this cost $7,908,

Purchases Made By Newfoundland Sample On Way Home

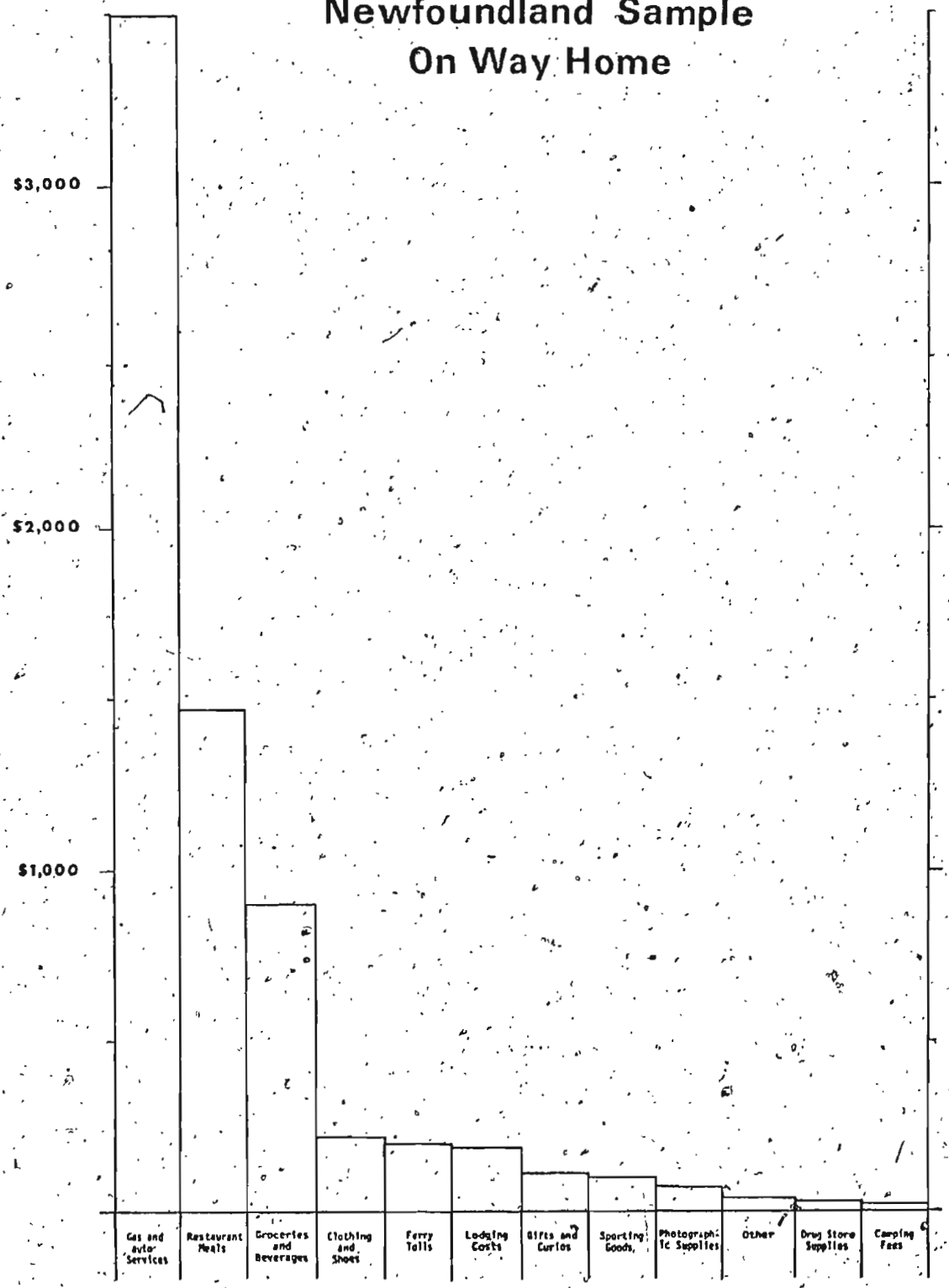


Fig. 4-42.

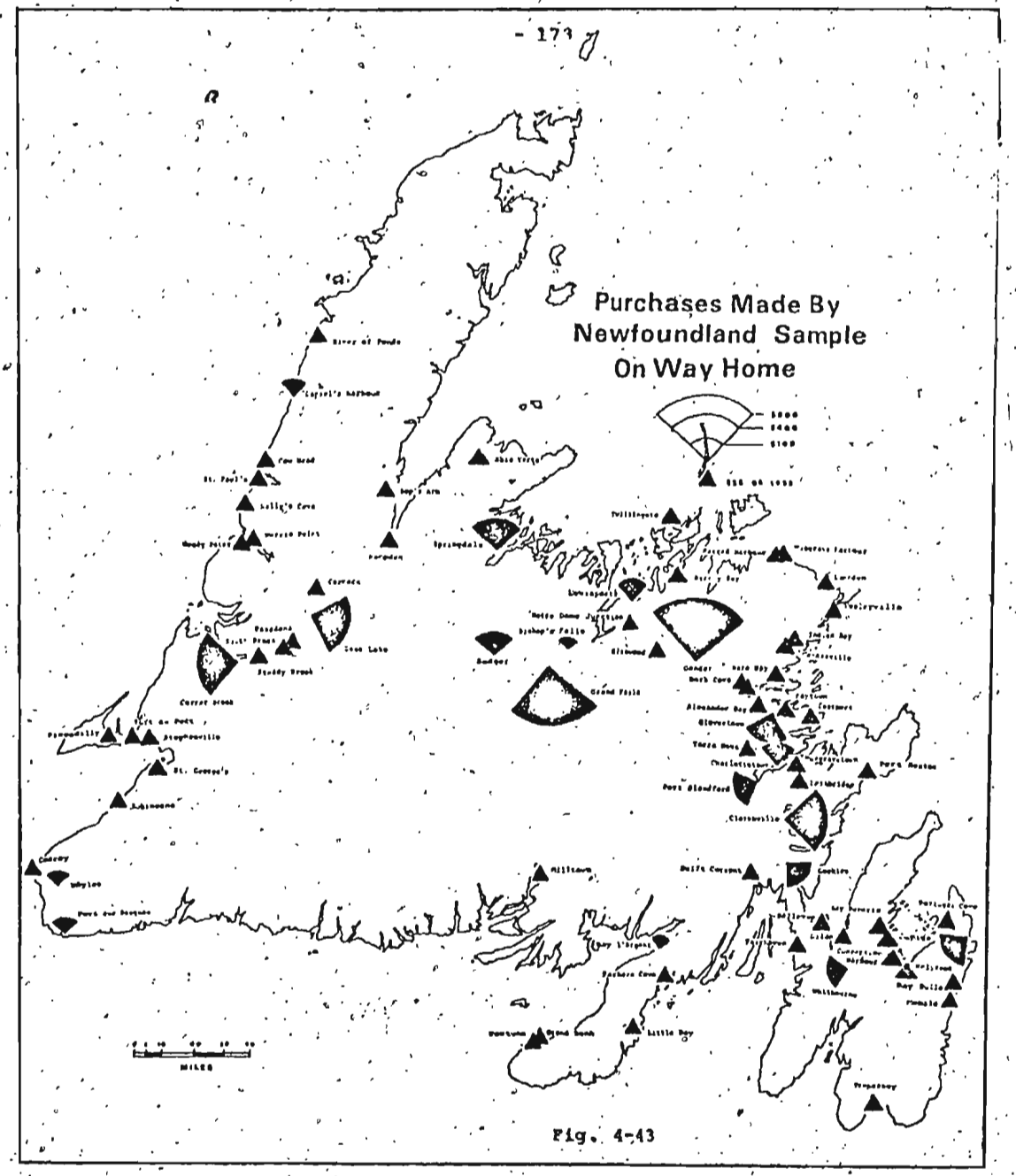


Fig. 4-43

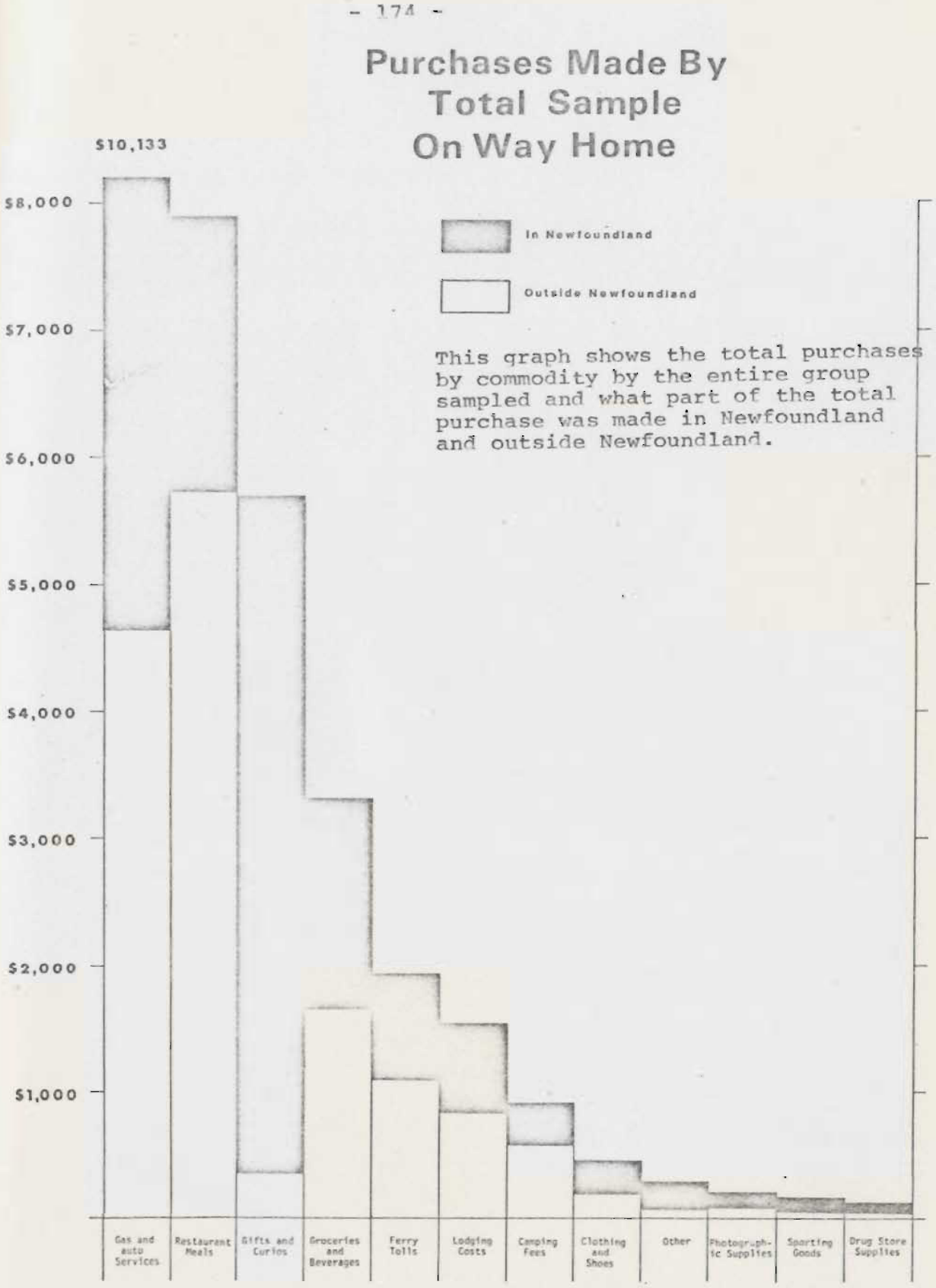

Purchases Made By
Total Sample
On Way Home
$10,133
$8,000
$7,000
$6,000
$5,000
$4,000
$3,000
$2,000
$1,000
In Newfoundland
Outside Newfoundland
This graph shows the total purchases by commodity by the entire group sampled and what part of the total purchase was made in Newfoundland and outside Newfoundland.
Gas and auto Services
Restaurant Meals
Gifts and Curios
Groceries and Beverages
Ferry Tolls
Lodging Costs
Camping Fees
Clothing and Shoes
Other
Photographic Supplies
Sporting Goods
Drug Store Supplies

Fig. 4-44

of which $2,149 was spent in the province. The next largest expenditure was for souvenirs, gifts, and curios, and an amount of $5,747 was spent for these, of which $5,354 was spent in Newfoundland.

The total expenditure for the sampled group on items purchased on the way home from the parks was $32,688. This is an average of $29.61 per party for each of the 1,104 groups sampled. The total expenditure in Newfoundland was $17,170, and this amounts to a per party average expenditure of $15.55. The $17,170 spent in Newfoundland represents 52.5% of the total expenditure made by the sample group on their way home from the parks.

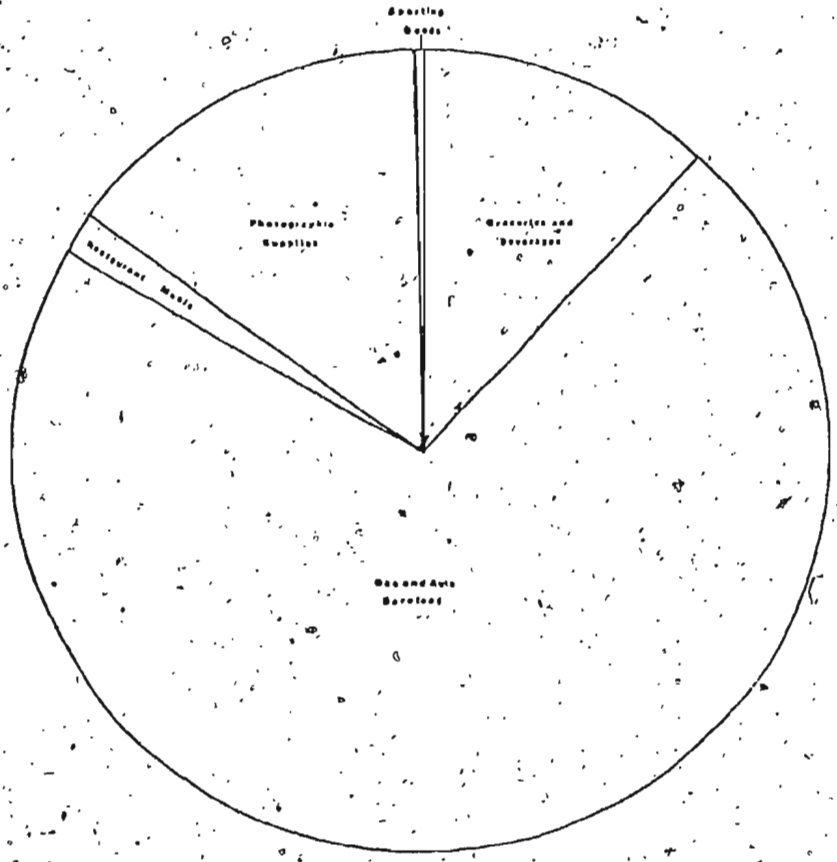
"At Home" Purchases (After Trip)

Consideration will now be given to those expenditures made after the sample group returned home from the trip to the parks and which were directly attributable to that trip.

The total purchases made by the Canadian group sampled was $594. For the 158 parties this was an average per party expenditure of $3.76. Of the total of $594, gasoline and automobile services accounted for $425 (Figure 4-45). Photographic supplies and development accounted for $86 of the total amount followed by groceries which accounted for $71. Sporting goods and supplies and restaurant meals accounted for the other $12.

The total "at home" expenditure for the American group

Purchases Made By Canadian Sample At Home (after trip)



Average Purchase $3.76

Fig. 4-45

sampled was $181. For the 158 parties sampled this represents an average expenditure of $1.15 per party.

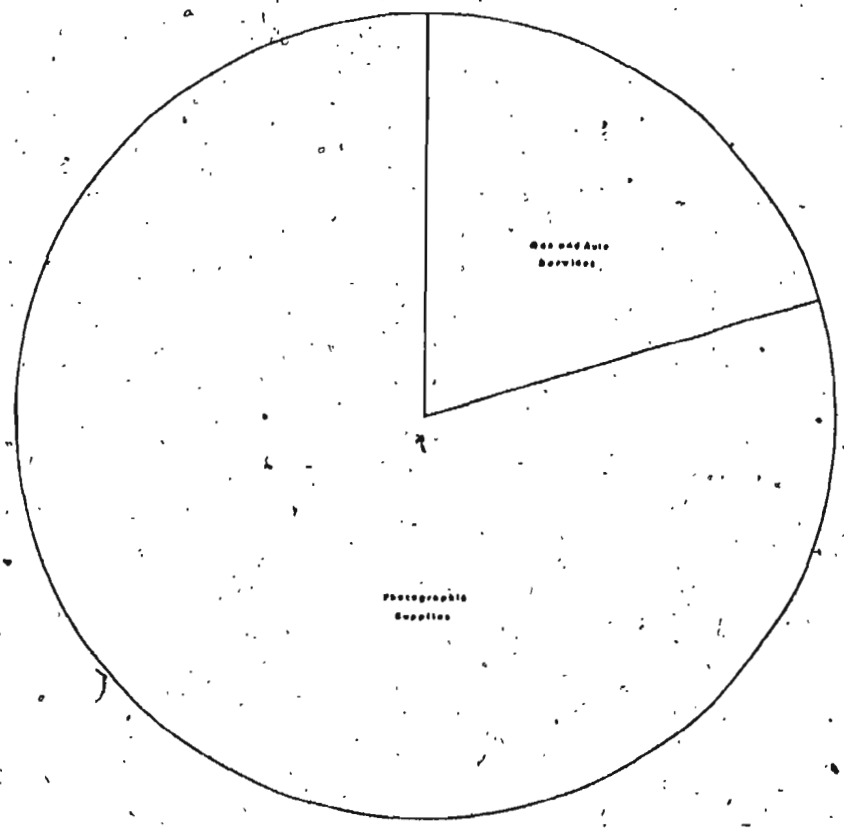
Photo supplies and film development accounted for $144 of the total of $181 spent at home after the trip (Figure 4-46). Gasoline and automobile services accounted for the other $37. None of the parties stated any expenditure for the other commodities listed in the questionnaire.

The total expenditure for the Newfoundland group sampled amounted to $2,671. For the 789 party sampled, this is an expenditure of $3.39 per party.

The commodity which accounted for most of the expenditure of $2,671 was groceries, amounting to $1,046, followed by gasoline and automobile services which amounted to $807. An expenditure of $365 was made for photographic supplies and film development. The expenditure for the other commodities listed on the questionnaire amounted to $453 (Figure 4-47).

The distribution of the expenditures made upon the return home after the trip can be seen in Figure 4-48. As might be expected the largest total expenditures were made in the major urban area of the province. The largest single total expenditure was made in St. John's and amounted to $1,345. Corner Brook ranked next with an expenditure of $247, followed by Grand Falls with $147, and Gander with $136. Expenditures between $25 and $100 were made in such communities as Burin, Dunville, Bonavista, Glovertown, Indian Bay, Wesleyville, Lewisporte, Botwood, Baie Verte, and Stephenville. Purchases of less than $25 made by

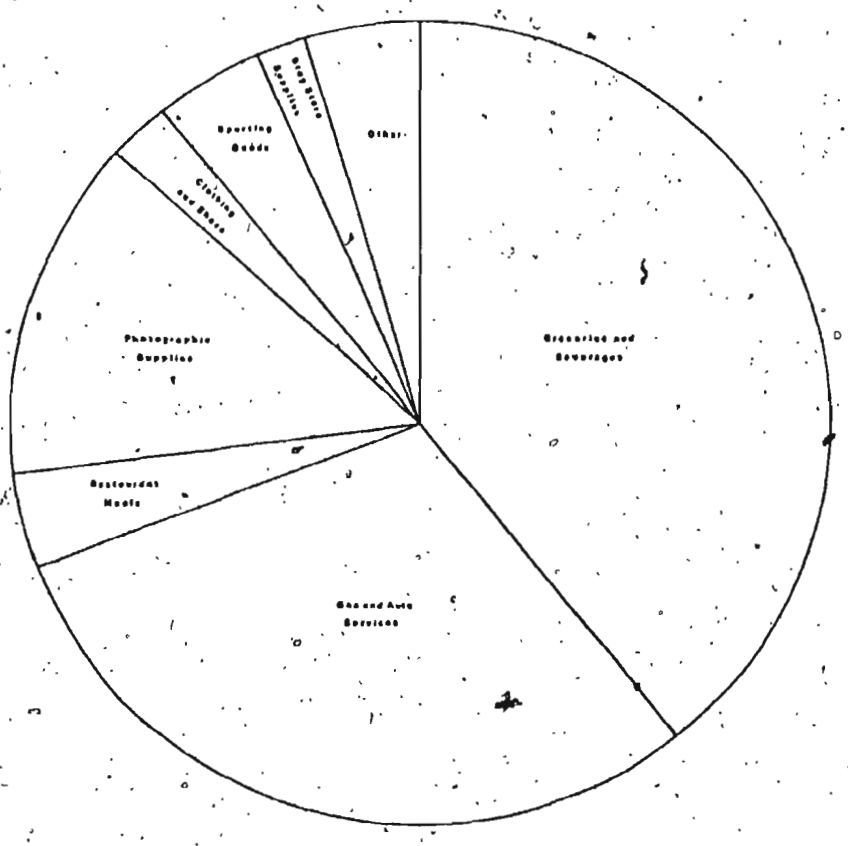
Purchases Made By American Sample At Home (after trip)



Average Purchase $1.15

Fig. 4-46

Purchases Made By Newfoundland Sample At Home (after trip)



Average Purchase $3.39

Fig. 4-47

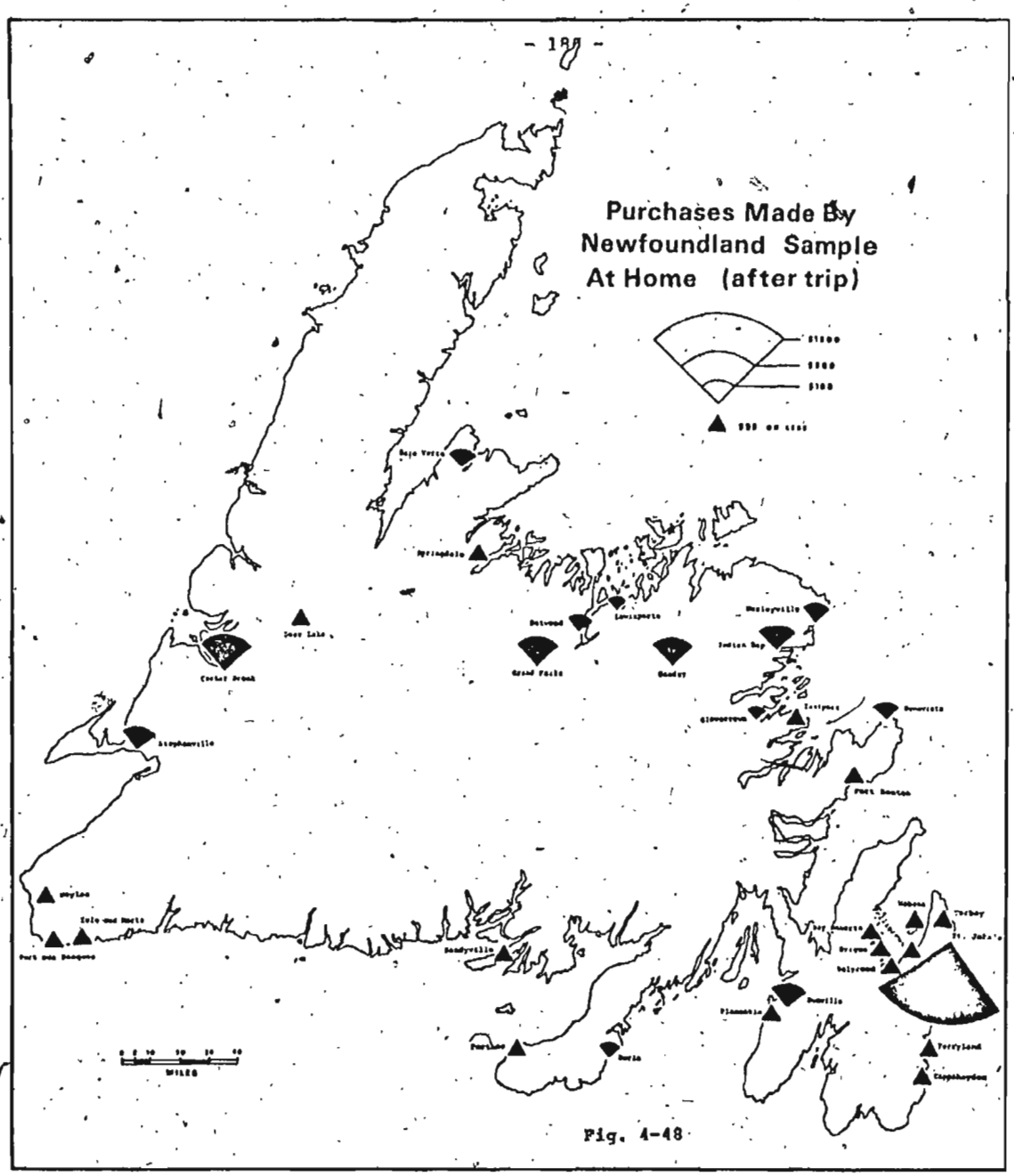

Purchases Made By
Newfoundland Sample
At Home (after trip)
Deer Lake
Corner Brook
Stephenville
Grand Falls
Gander
Clarenville
Port aux Basques
Marystown
Burin
Placentia
Harbour Grace
Carbonear
Bay Roberts
Brigus
Holyrood
Torbay
St. John's
Ferryland
Trepassey
Argentia
Placentia
Sandyville
Terra Nova
Bonavista
Twillingate
Springdale
Baie Verte
Lewisporte
Botwood
Buchans
Port aux Basques
Stephenville
Corner Brook
Deer Lake
Grand Falls
Gander
Clarenville
Marystown
Burin
Harbour Grace
Carbonear
Bay Roberts
Brigus
Holyrood
Torbay
St. John's
Ferryland
Trepassey
Argentia
Placentia
Sandyville
Terra Nova
Bonavista
Twillingate
Springdale
Baie Verte
Lewisporte
Botwood
Buchans
MILES

Fig. 4-48

the Newfoundland sample in their home communities were made in the settlements of Sandyville, Fortune, Placentia, Cappahayden, Ferryland, Torbay, Wabana, Kelligrews, Holyrood, Brigus, Bay Roberts, Port Rexton, Eastport, Springdale, Deer Lake, Doyles, Port-aux-Basques, and Isle aux Morts.

The total expenditure made by the sample in their home communities after the trip which can be directly attributed to their recreation experience was $3,446. This works out to be an average of $3.12 each for the 1,104 parties sampled (Figure 4-49). The largest single expenditure was for gasoline and automobile supplies, $1,269. The next largest expenditure was for groceries and beverages, and this amounted to $1,117. The sampled group spent $595 on photographic supplies and film development in their home communities after returning from the trip. The remaining $465 out of the total of $3,446 was spent among the other commodities mentioned in the questionnaire.

The total expenditure by the sampled group was $154,472. The sum of $97,171 or 62.9% was the total spent in Newfoundland. However, only $27,946 or 18.1% was spent by the out of province sampled camping parties.

Purchases Made By Total Sample At Home (after trip)

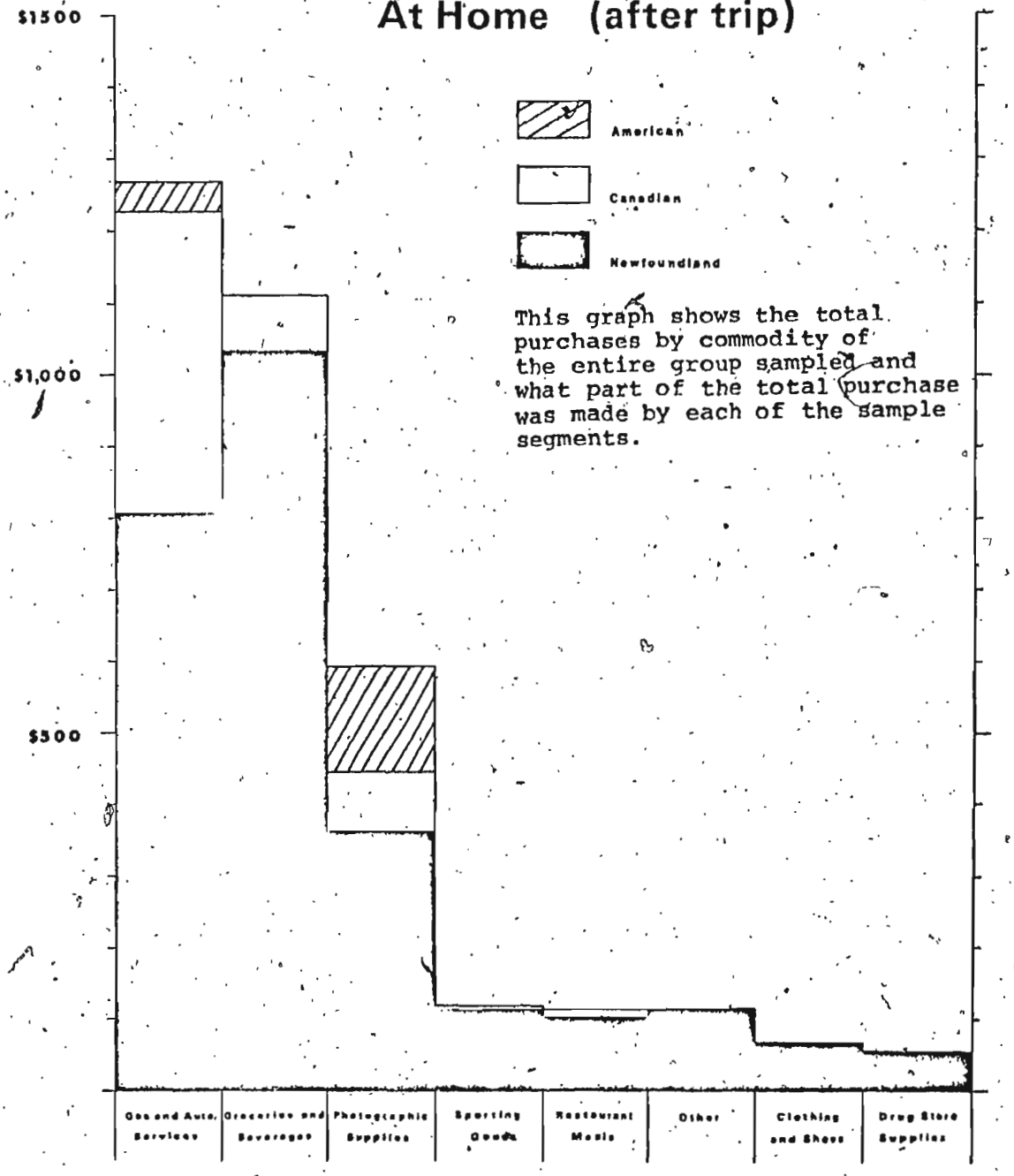


Fig. 4-49

CHAPTER V

Summary and Conclusions and Recommendations

Projected Estimates of Sample Universe

The estimated expenditure of the total camping universe using the parks in 1970 will now be considered.

The total universe of camping parties using the Newfoundland Provincial Park system was 37,035. The questionnaires mailed out on a random basis totalled 3,806, of which 1,104 or 29.01% were returned.

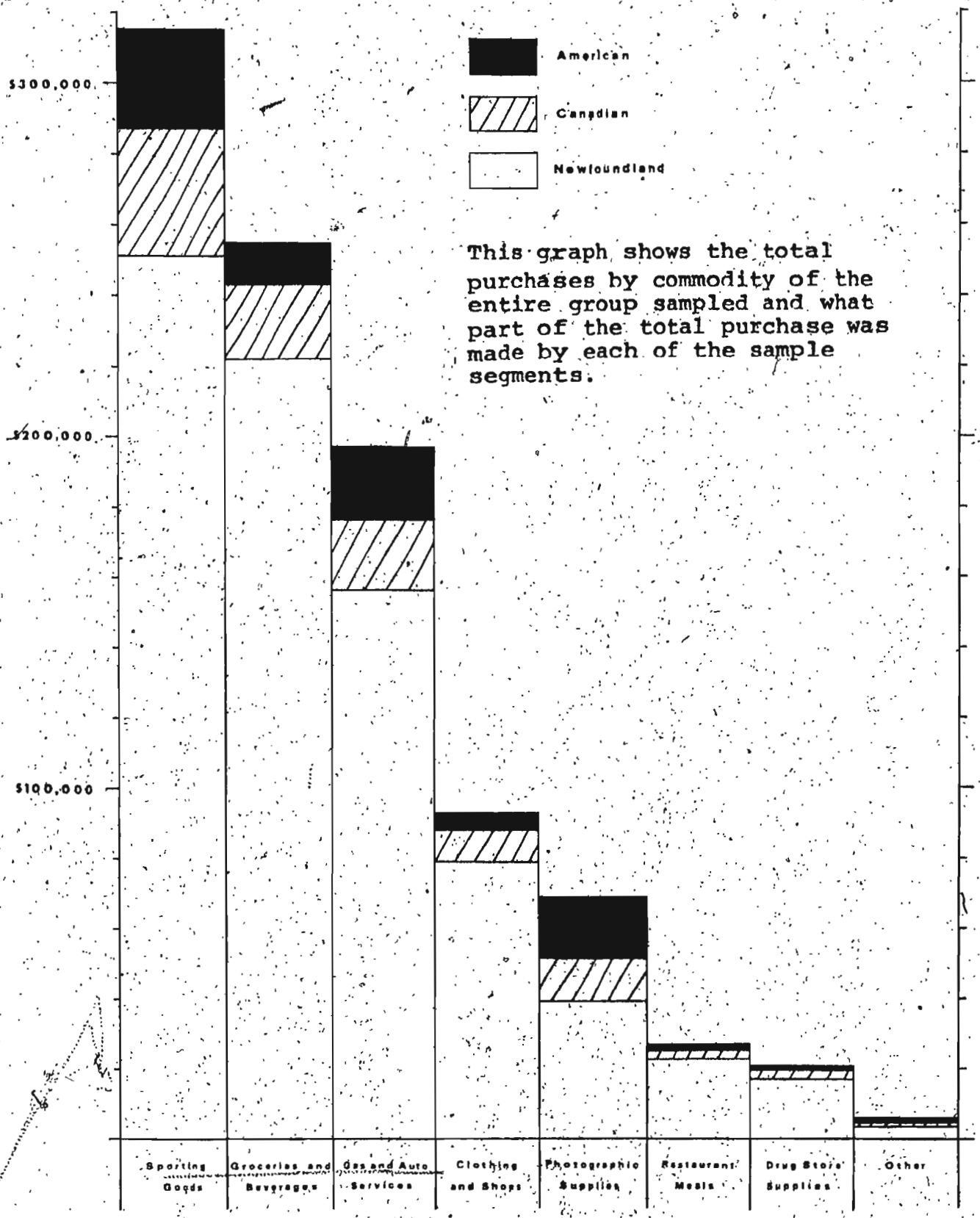
By means of simple extension of the survey sample to total universe of the 37,035 camping parties using the parks in 1970, it can be seen that the estimated total spending of those using the parks system makes a considerable contribution to the Provincial economy.

The size of the sample used was 2.98% of the total number of camping parties in 1970. To obtain the various expenditures of the total universe of 37,035 camping parties, therefore, a multiplier of 33.56 was used.

"At Home" Purchases (before trip)

The total "at home" purchases by the sample amounted to $29,300. The extended total for Canadians in the universe of 37,035 is $102,392. Extending the American sample, results in an overall expenditure of $87,826, while the total expenditure for the Newfoundland group is $793,090 (Figure 5-1). The total extended expenditure breakdown amounts to $315,161 for sporting goods and camping supplies, $254,417 for groceries and beverages, $197,688 for gasoline and automobile services,

Extended At Home Purchases



This graph shows the total purchases by commodity of the entire group sampled and what part of the total purchase was made by each of the sample segments.

Fig. 5-1

$93,061 for clothing and shoes, $68,932 for photographic supplies, $26,545 for restaurant meals, $21,511 for drug store supplies, and $6,008 for unspecified.

The inferred total expenditure for all camping parties in 1970 is $983,308. Of this amount, $793,090 was spent in Newfoundland and is not "new" money contributed to the provincial economy. However, such an amount is significant to local businesses across the province.

"On Way" Purchases

During the trip on the way to the parks the total spent by the sample was $57,716, of which $22,381 was spent in Newfoundland. Of this$22,381, the sum of $8,406 was spent by the out-of-province group in Newfoundland.

Extending these figures to the entire universe of campers in Newfoundland parks during 1970, it is seen that the total amount spent on the way to the parks was $1,936,949. The expenditure in Newfoundland by the group was $751,106 (Figure 5-2). If the total expenditure is broken down by point of origin, the Canadian portion of the universe expenditure totals $660,226, of which $153,336 or 23% was spent in this province (Figure 5-3). Those campers whose origin was the United States spent $807,722, of which $128,770 or 16% was spent in Newfoundland (Figure 5-4). The Newfoundland group spent a total of $469,000 on their way to the parks (Figure 5-5). The greatest expenditure by both the

Extended Sample Purchases On Way to Park

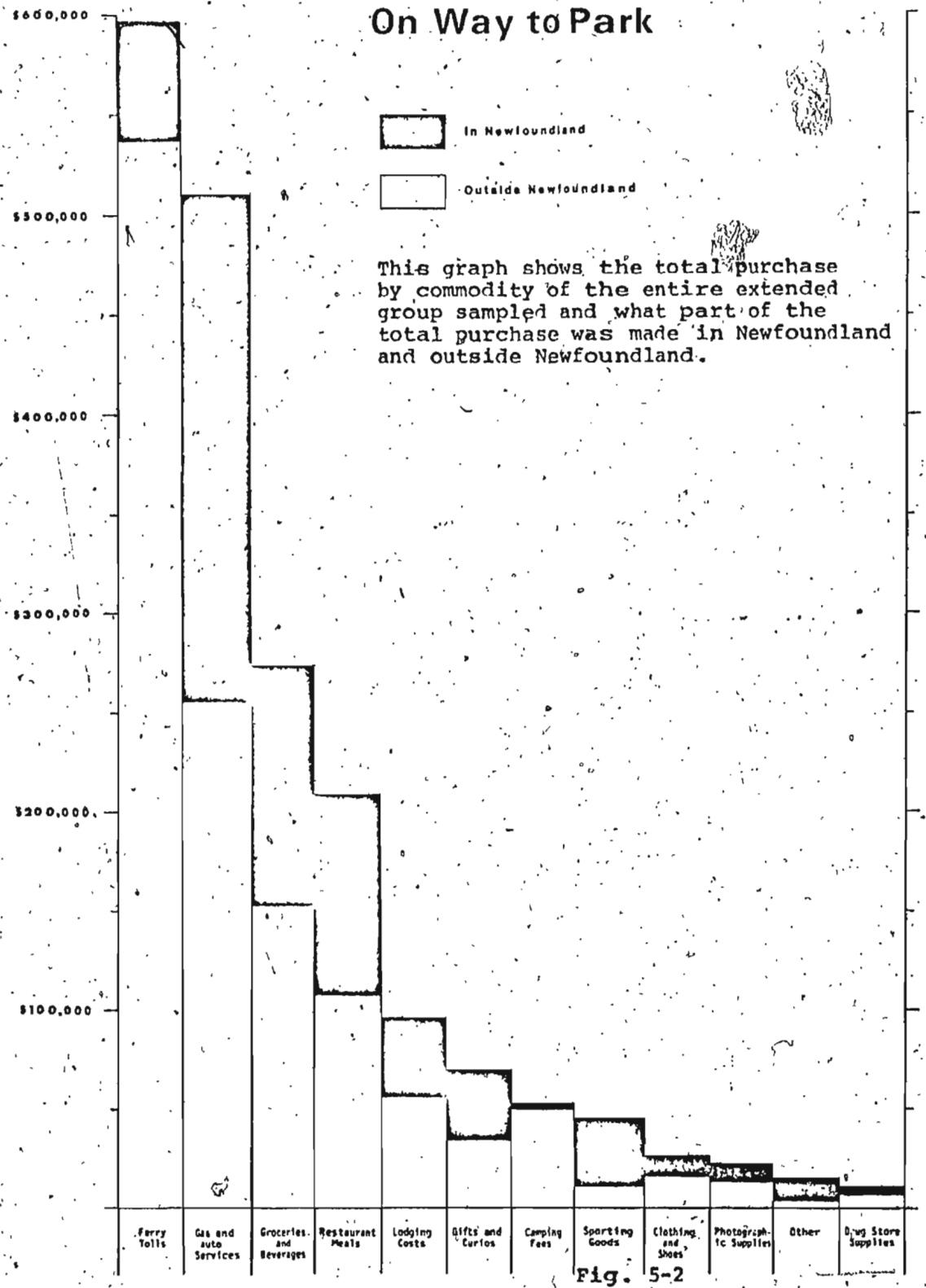


Fig. 5-2

Extended Canadian Purchases On Way to Park

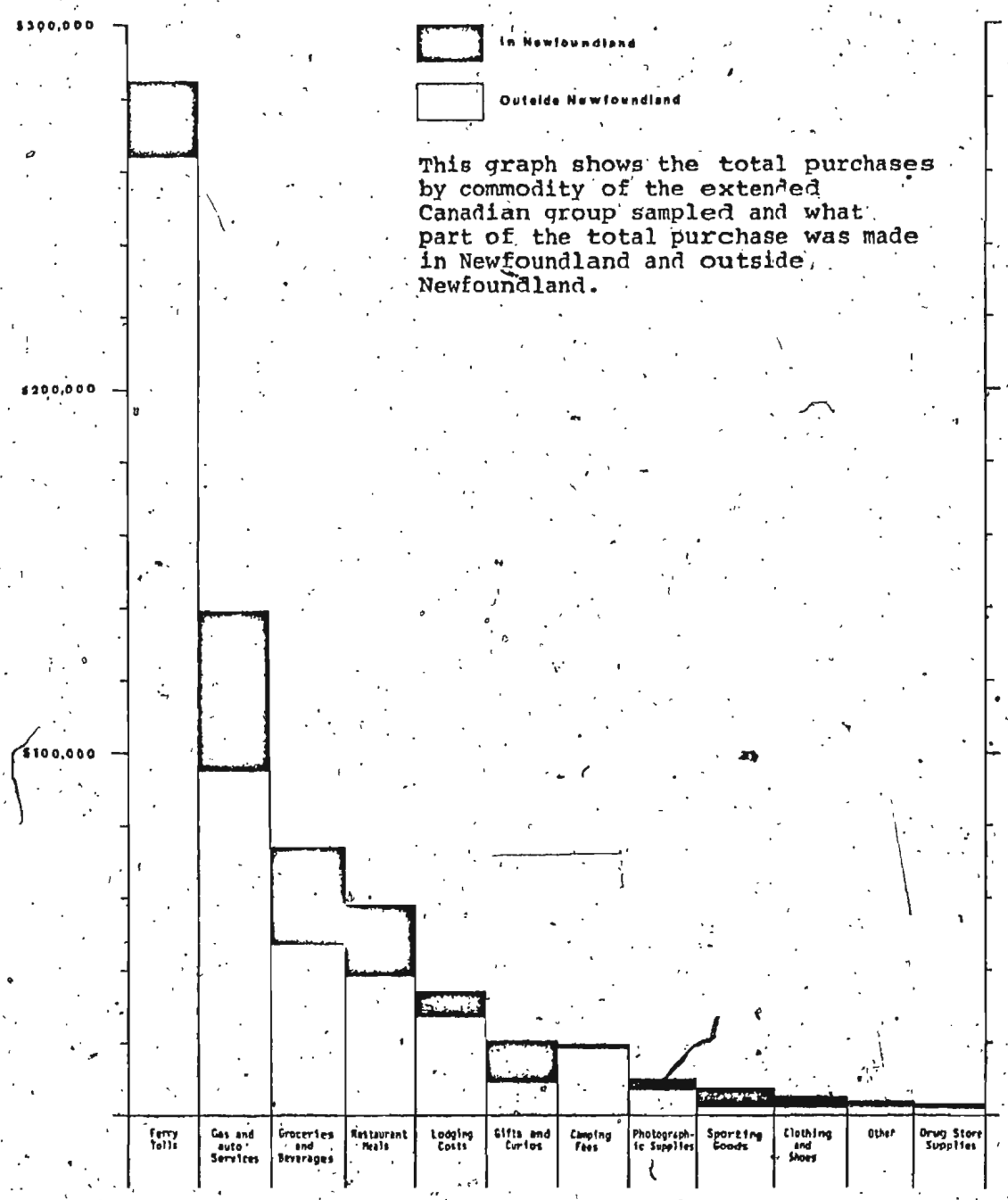
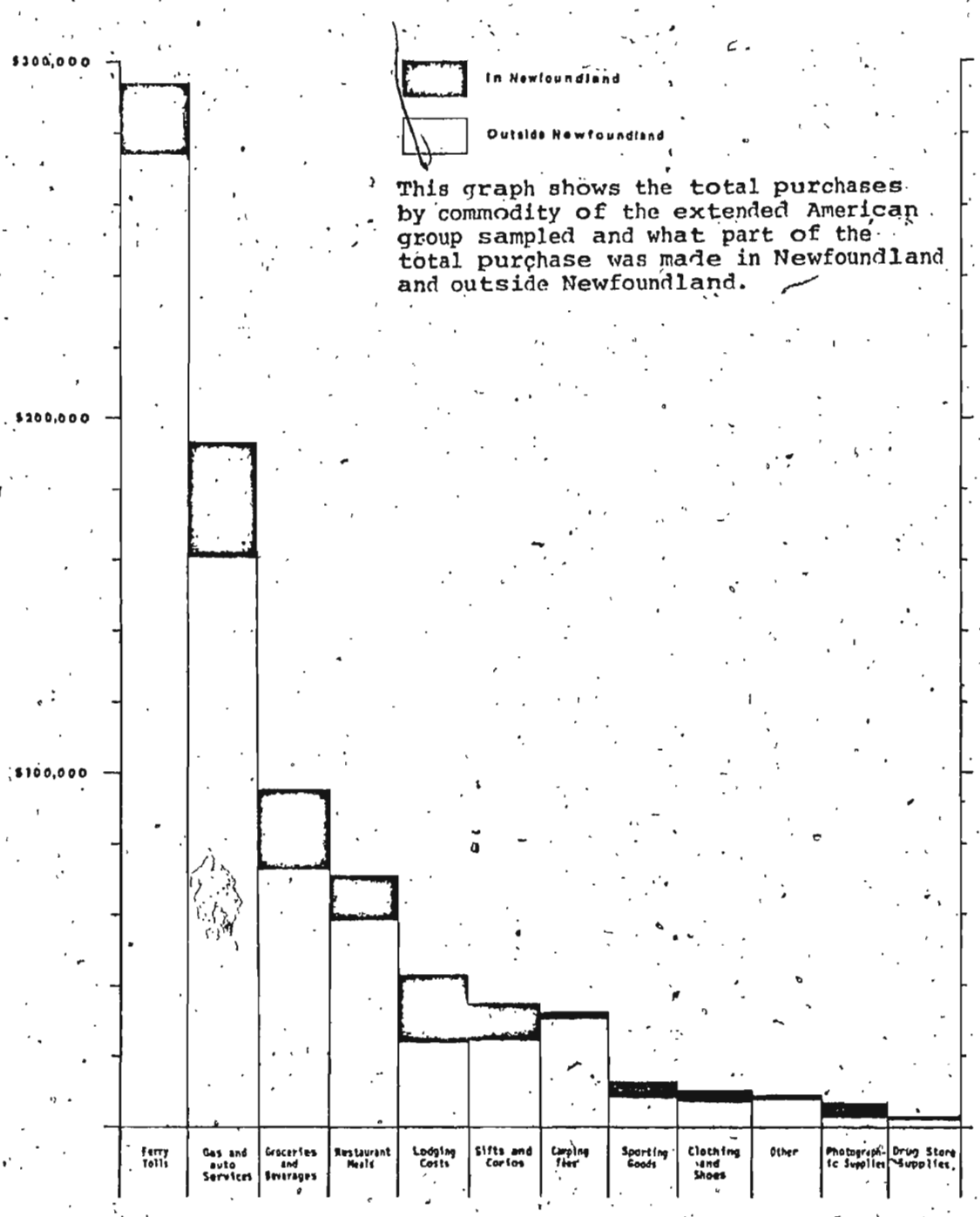


Fig. 5-3

Extended American Purchases On Way to Park



This graph shows the total purchases by commodity of the extended American group sampled and what part of the total purchase was made in Newfoundland and outside Newfoundland.

Fig. 5-4

Extended Newfoundland Purchases On Way to Park

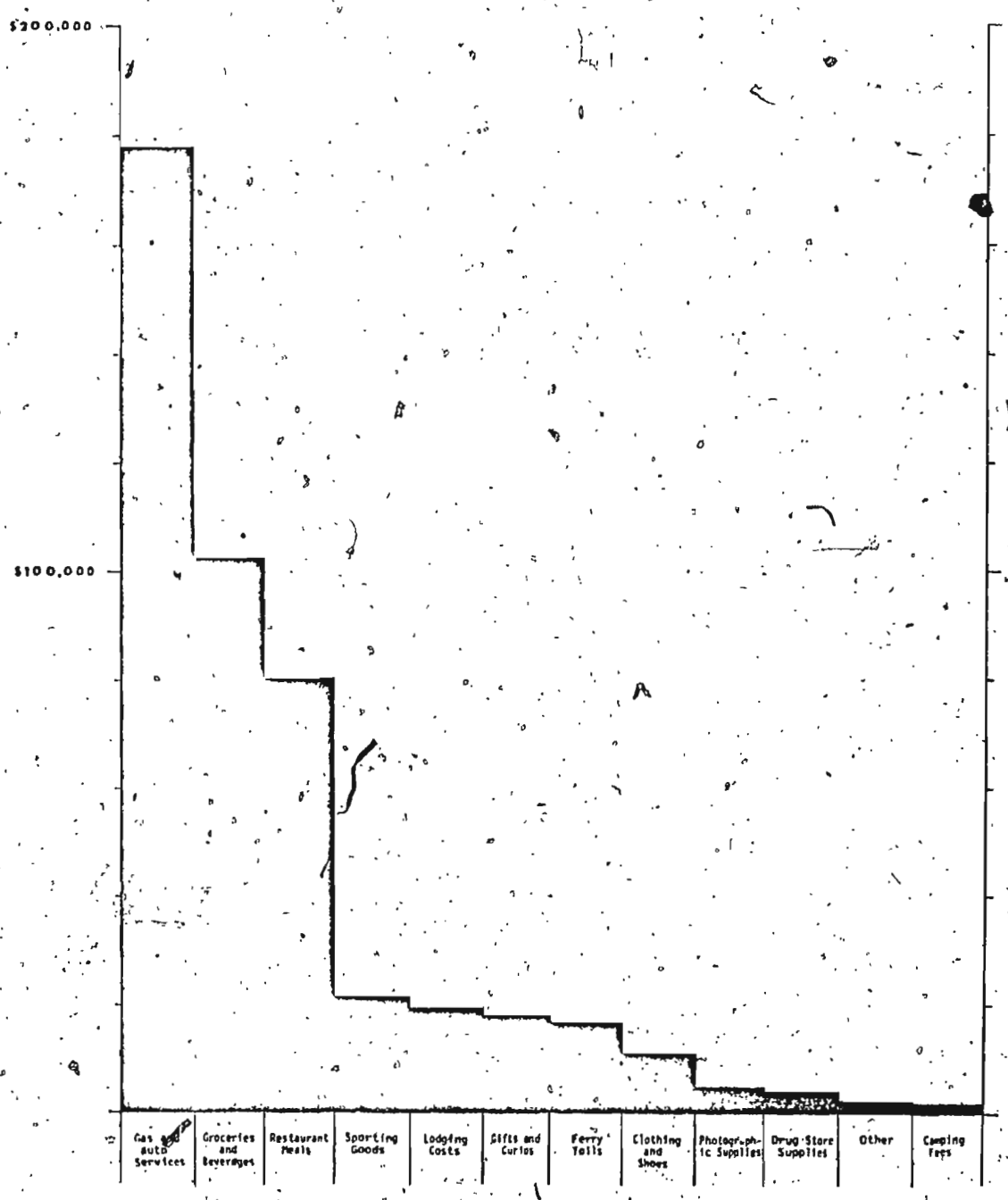


Fig. 5-5

Canadian and American group was for ferry tolls, which amounted to almost $300,000 for both groups. If, for comparison purposes, we omit the ferry toll expenditure, it can be seen that the commodities for the Canadian, American, and Newfoundland groups on which the greatest expenditure was made were: gas and auto services, groceries and beverages, and restaurant meals. The larger expenditure, proportionally, by the Canadian and American groups would seem to be the result of the greater distance they had to travel to get to the parks and the ferry costs.

Purchases at Parks

The total extended expenditure made by campers in 1970 while staying at the parks used in the survey was $1,051, 166 (Figure 6-6). Of this amount, the largest expenditure was for groceries and beverages, $293,415 or 28% of the total, which is a significant amount of business for the small, rural grocery store trade.

The expenditure made by the universe while staying at the various parks is shown in Figure 5-7. The groups who camped at Barachois spent $153,470 (14.67%), Butter Pot $127,260 (12.1%), Catamaran $122,393 (11.6%), Notre Dame $91,183 (8.7%) and River of Ponds $67,791 (6.5%). Those camping at these five parks accounted for 53.5% of the total spent by those staying in the parks used for the survey. The expenditure made by those who did not list the parks at which

Extended Sample Purchases

At Park

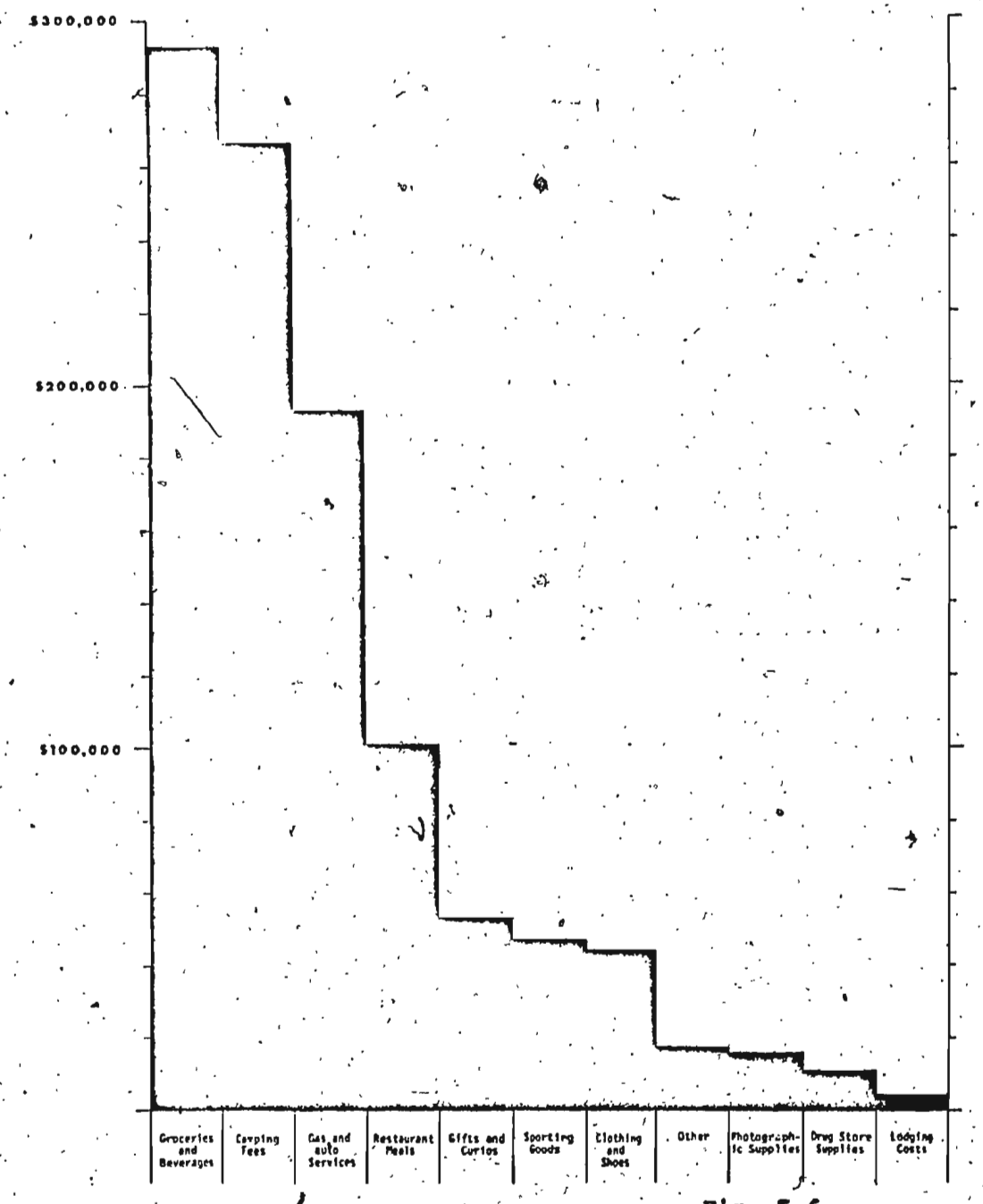


Fig. 5-6

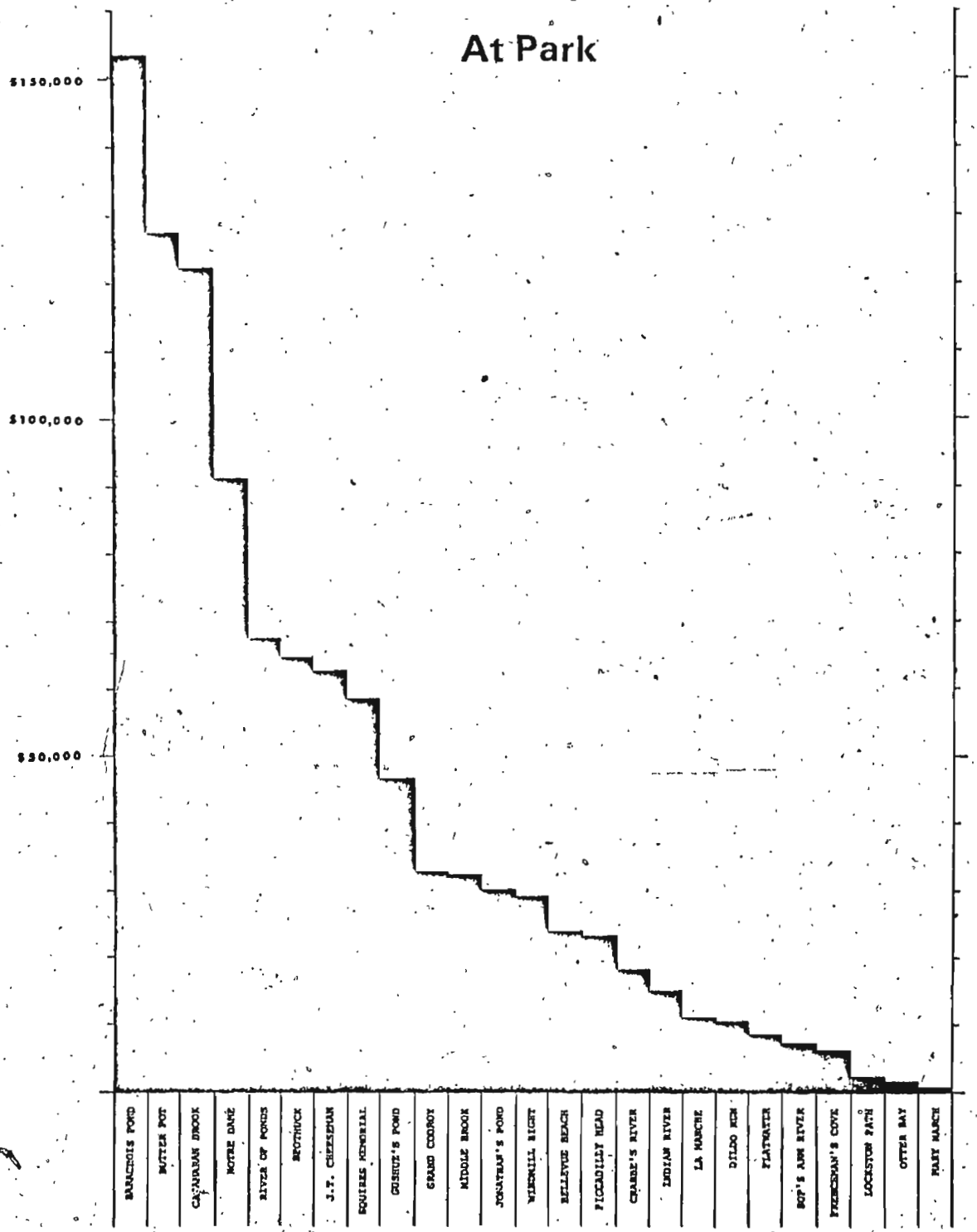

Extended Sample Purchases
At Park
$150,000
$100,000
$50,000
BARACHOIS POND
BUTTER POT
CANADIAN BROOK
NOTRE DAME
RIVER OF PONDS
SCOTTUCK
J.T. CHEESEMAN
SQUIRES MEMORIAL
GUSHUE'S POND
GRAND CODROY
MIDDLE BROOK
JONATHAN'S POND
WIRENILL RIGHT
BELLEVUE BEACH
PICCADILLY HEAD
CHANCE'S RIVER
INDIAN RIVER
LA MANCHE
DILDO RUN
FLATWATER
BOP'S ARM RIVER
FISHERMAN'S COVE
LOCKSTON PATH
OTTER BAY
PORT MARCH

Fig. 5-7

they stayed or who spent money while staying at a park not used in the survey, (principally Terra Nova National Park), totalled $1,018,647. This amount plus the $1,051,166 spent in the sampled parks totals $2,069,813. For the total of 37,035 camping parties, this is an average expenditure of $$55.89.

On Way Home Purchases

On the way to their home communities, the extended Canadian spending totalled $294,757. Of this, $173,740 or 58.9% was spent while still in Newfoundland (Figure 5-8). The expenditure of the American groups while on the way home was $440,341, and of this, $182,298 or 41.4% was spent in this province (Figure 5-9). The Newfoundland portion of the camping groups universe spent a total of $220,187 on their way home (Figure 5-10).

The total extended expenditure made on the way home from the parks was $995,285 (Figure 5-11). The amount of $576,225 or 58.9% was spent in Newfoundland by the group. The Canadian and American segments of the universe spent $356,038 or 35.8% while still in Newfoundland.

At Home Purchases (after trip)

The "at home" purchases made by the Canadian group amounted to an extended total of $19,935. For the American parties, the total was $6,074, while for the Newfoundland sample it totalled $89,639. The overall extended total was $115,648 (Figure 5-12). Gasoline and auto services accounted for $42,588 of this amount, while groceries and beverages cost $37,487. Photographic

Extended Canadian Purchases On Way Home

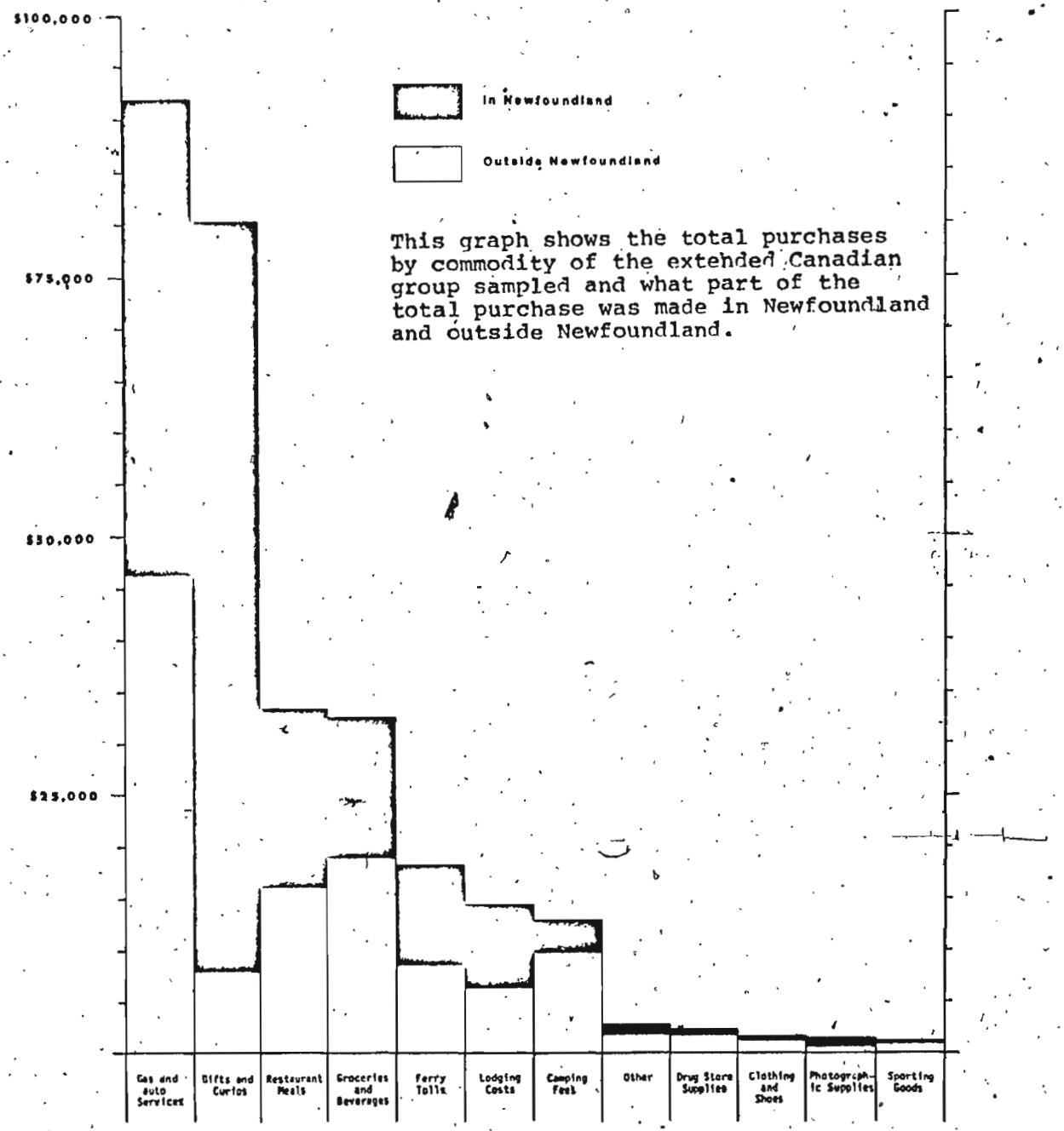


Fig. 5-8

Extended American Purchases On Way Home

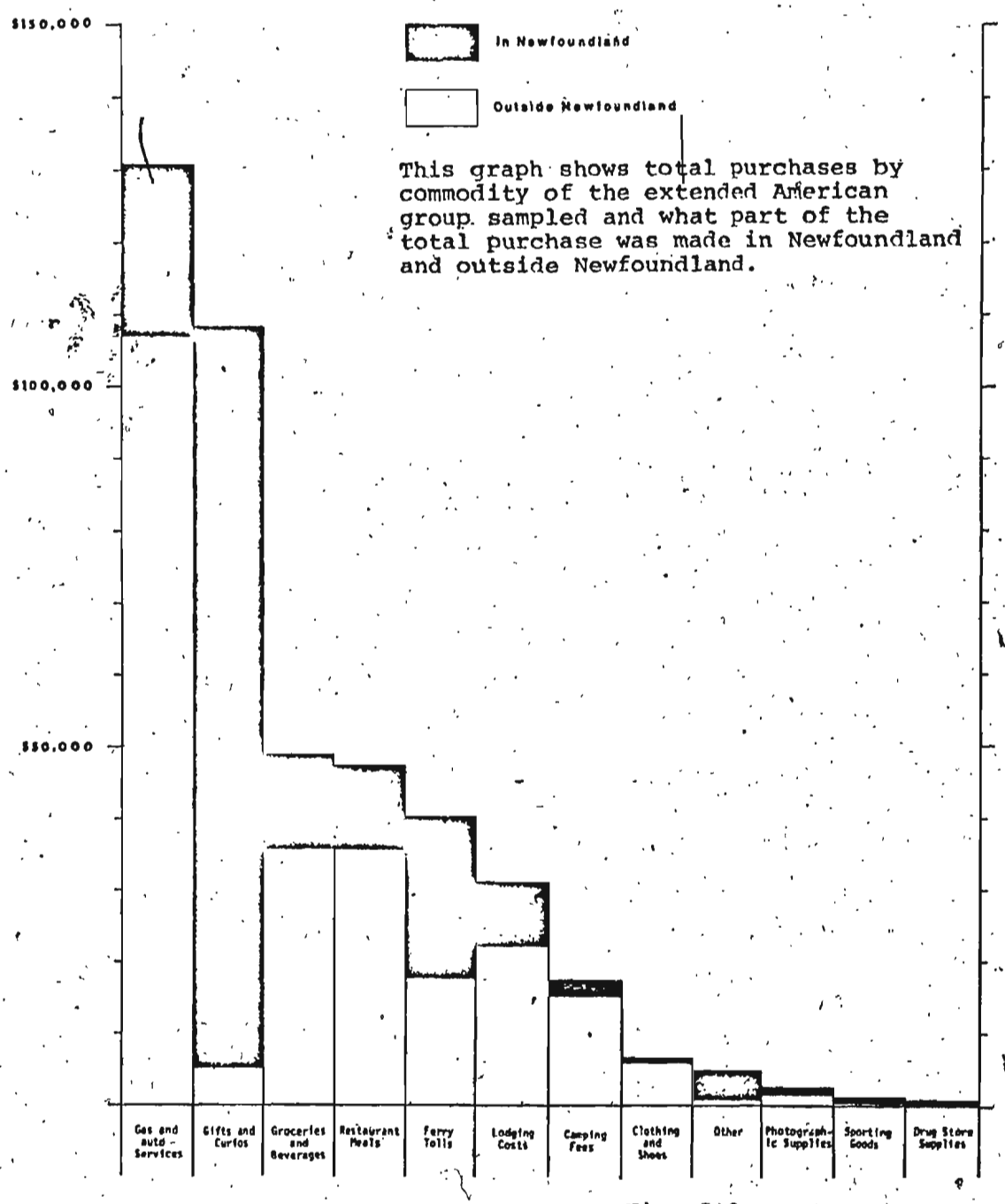


Fig. 5-9

Extended Newfoundland Purchases On Way Home

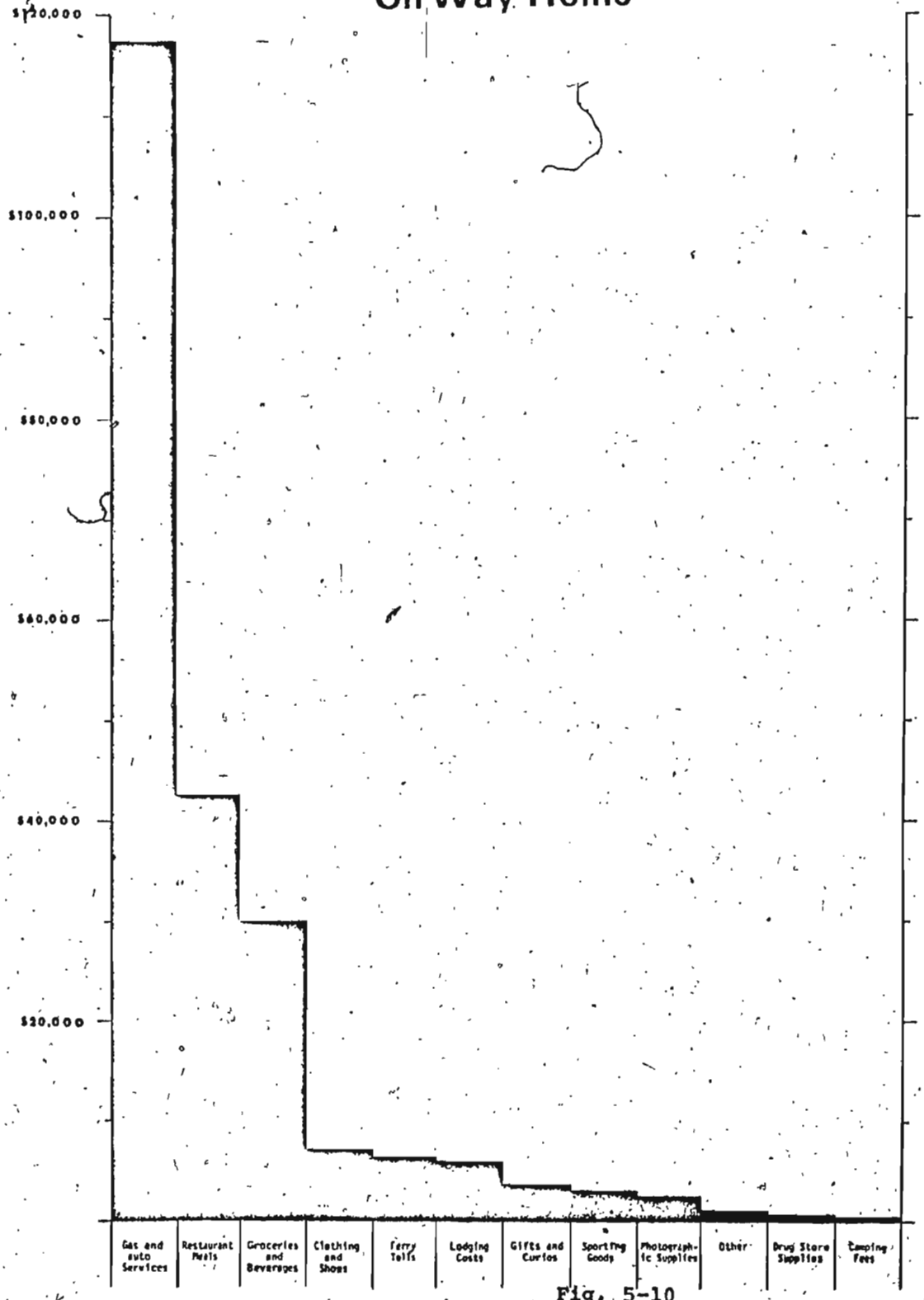


Fig. 5-10

Extended Sample Purchases On Way Home

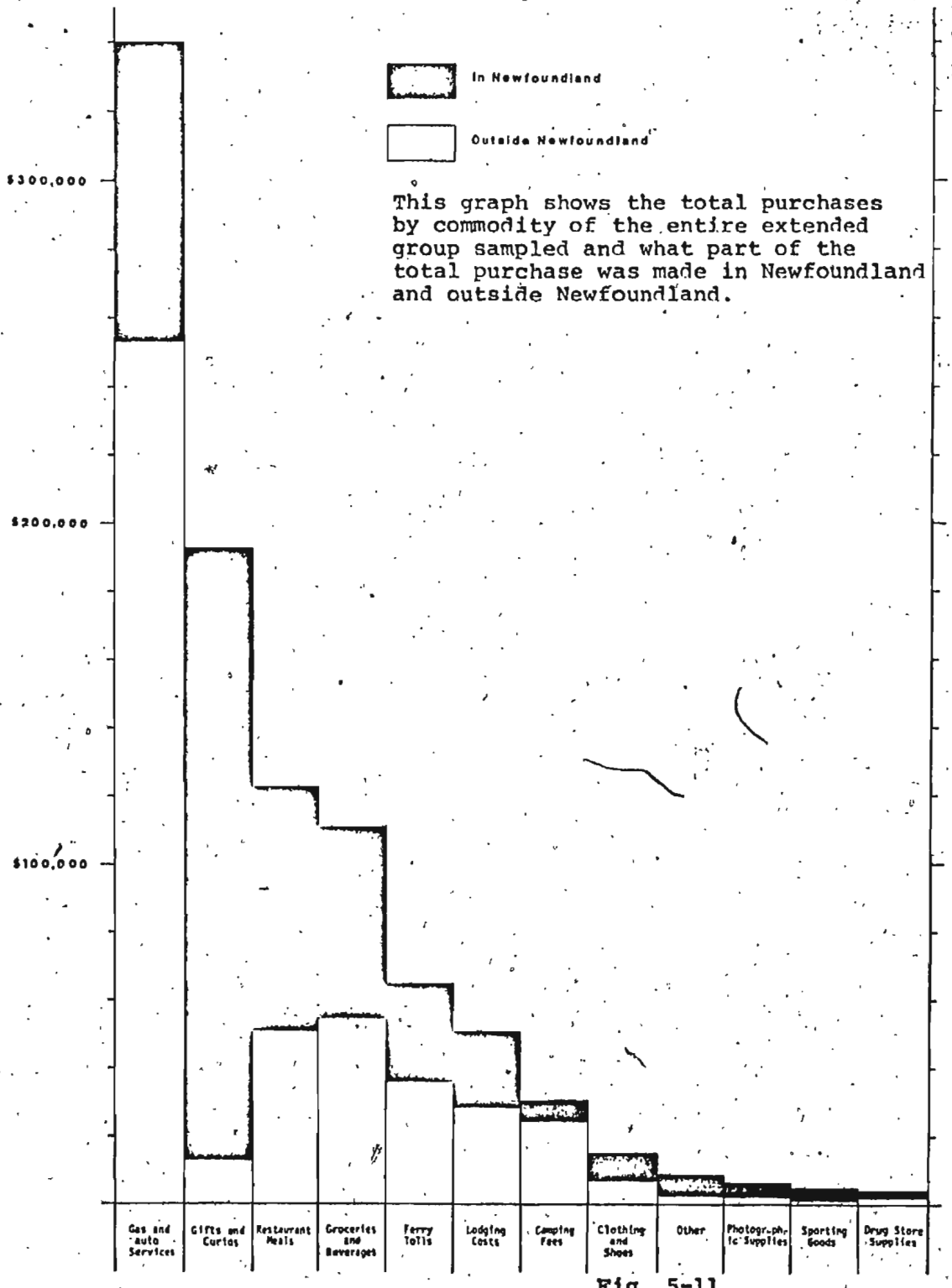


Fig. 5-11

Extended Purchases At Home (after trip)

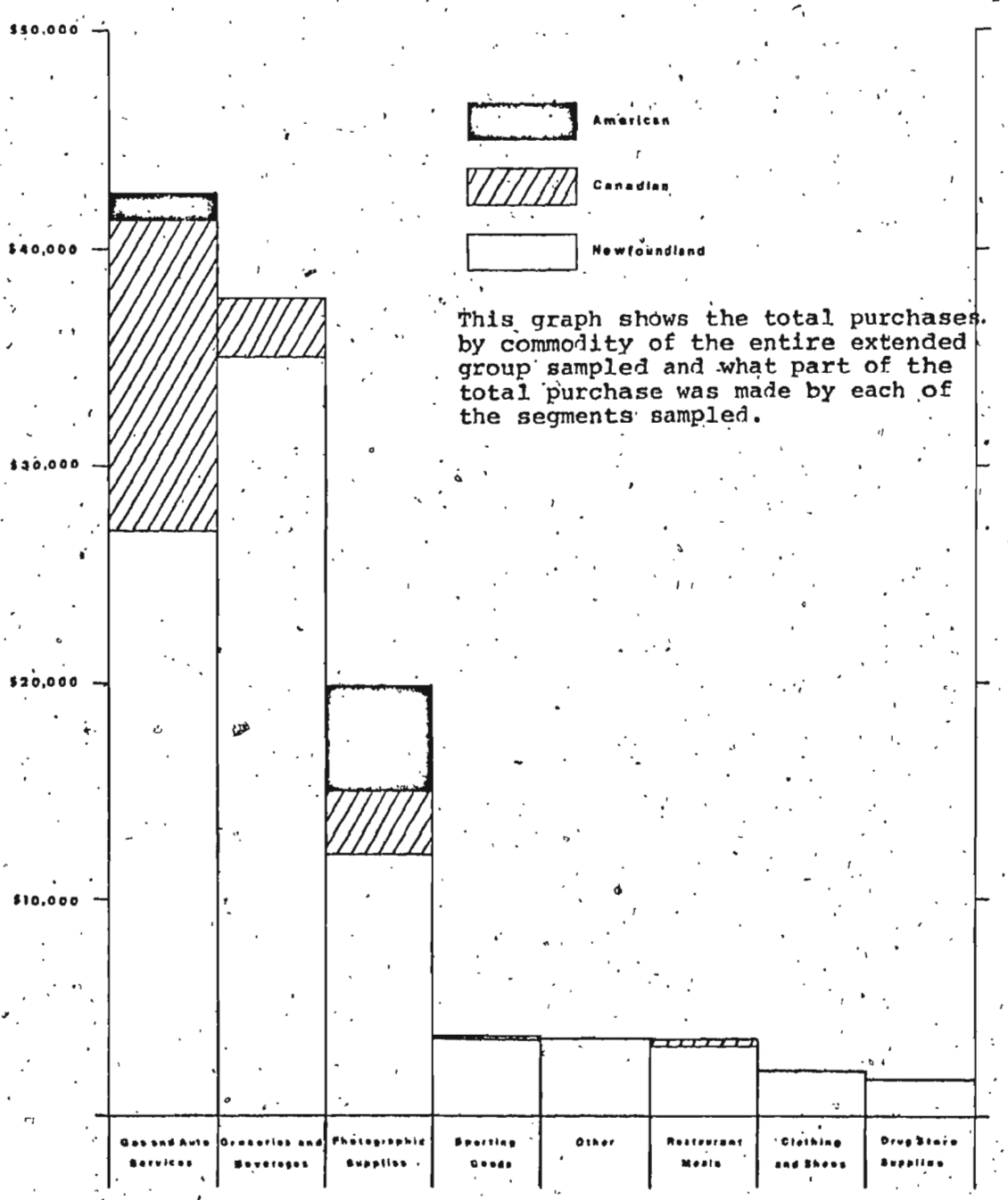


Fig. 5-12

supplies, in all probability film development, totalled $19,968.

If the amount spent by the sample is extended to include the entire universe of 37,035 campers, it totals $5,082,356 for 1970. The sum of $2,337,287 was spent in Newfoundland and of this amount, $938, 042 is projected to have been spent by the non-resident groups and may be considered "new" money added to the economy of the province.

In 1970, the salary budget of the Provincial Parks Service amounted to $373,200, while operation and maintenance costs totalled $165,300, for an overall cost of $538,400.

The "new" money added to the provincial economy in 1970 by those out-of-province campers was $938,042. The total operational cost of the parks in 1970 was $538,500. Thus there was a projected "net profit" (increased cash flow) of $399,542 accruing to the provincial economy.

Summary

Statistics gathered by the Newfoundland Provincial Parks Service have shown that the number of campers to total visitors range from approximately 3% to a high of 20%. It is obvious therefore that the overwhelming majority of visitors to Newfoundland provincial parks can be classified as day-use visitors. Therefore the parks system should be palnned and managed so as to cater to a higher degree to day-use visitors. Statistics also show that by far the greatest number of

visitors to the parks come from Newfoundland. From 1960 to 1971, 90.8% of all the visitors to the parks were from Newfoundland, while 5% were from mainland Canada, 3.4% from the United States, and .8% from other countries. It is obvious then that for many years to come the Parks Service will have to cater to the local park visitor.

The parks visitors of American origin come mostly from the northeastern seaboard of the United States. Therefore this is the area in which any promotion for Newfoundland provincial parks, or for that matter, for any tourism promotion of any kind, should be concentrated. The parks that are most popular with the American campers who were surveyed show these to be Cheeseman Park, River of Ponds, Barachois, Notre Dame, La Manche, and Squires Memorial. Perhaps in these parks some facilities should be provided to cater specifically to American tourists. However, that is not to say that these facilities cannot be used by any park visitor if they so desire.

The Canadian campers surveyed showed that most of them came from Ontario, followed by Nova Scotia, Quebec, and New Brunswick, these provinces accounting for 93% of the total replies. Thus, it would seem obvious that Newfoundland tourism promotion should be concentrated in these provinces. The parks most frequented by the Canadian visitors sampled were Cheeseman Park, Barachois Pond, Notre Dame, Bellevue Beach, and Squires Memorial. It might be well if the Provincial Parks Service

were to investigate the possibility of the need for facilities to cater strictly to the Canadian visitors to these parks.

The origins of the Newfoundland campers replying to this survey were spread all across the island of Newfoundland. However, campers from what may be considered urban areas of the province accounted for 70% of the park visits. St. John's was the leader with 39% of the total, followed by Corner Brook, Gander, and Grand Falls. The most popular park for the Newfoundland visitors was Catamaran, followed by Barachois Pond, Butter Pot, Notre Dame, Gushue's Pond, and Bellevue Beach.

In the sample used for this thesis, it was shown that the average size of a camping party for the whole sample was 4.021 persons. The average size of the parties from Newfoundland was 4.28 people, of mainland Canadian origin 3.28 persons, and from the American sample the size of the party was 3.46 persons.

The average age of the head of the party sampled was 38.7 years. According to origin, the average ages were, Newfoundland 37.8 years, mainland Canadians 37.3 years, and those from the United States 44.6 years. The average age of the wife of the party was 36.3 years. By origin the average ages were, 35.6 years for the Newfoundland group, 34.9 years for the mainland Canadian group, and 42.9 years for the Americans. The average number of children per party was 1.84 with those in the 6-10 year group being in the majority.

Educational standards showed those from the United States were best educated, having 37.4% of the sample completing

post-graduate work. University graduates accounted for 27.6% of the educational attainment of the mainland Canadian group, while Newfoundlanders who completed high school only were in the majority in the sample (40.57%). The wives in the sampled group showed that those from Newfoundland had 47.35% who completed high school only. The largest group by educational attainment for both the Canadian and American sample was university graduation and accounted for 34.02% and 35.71% respectively of these two groups.

The correlation between educational attainment and income was very obvious in this sample. The average income for the American sample was $15,999, for the mainland Canadian group $12,577, and for Newfoundland part of the sample it was $9,011. 81% of the American sample had family incomes over $10,000, the Canadian sample had 63% above $10,000 while only 32% of the Newfoundland group had incomes of $10,000 or more.

The main purpose of most parties for visiting the parks was camping, of which 86.5% of the Newfoundland sample, 92.5% of the Canadian sample, and 79.2% of the American sample stated this as their main reason for coming to the parks. The second most important reason for the Newfoundland group for visiting the parks was swimming (41.5%). The Canadian group stated that picnicking was the second most important reason (35.2%), and the American group claimed that viewing scenic landscapes was the second most important reason (30.1%). Newfoundlanders once again gave swimming as the third most important reason for

visiting the parks (26.1%). Both the Canadian and the American parties sampled stated that viewing scenery was the third most important reason while they camped in Newfoundland, 31.8% and 26.2% respectively.

In the overall sample, the most frequently used mode of transportation and accommodation was the family car with tent trailer. The Newfoundland sample showed that 40.1% used family car with tent trailer, Canadian sample had 39.6% a family car with tent, while the American sample showed that 35.9% of this group used a family car with tent. The modes of transportation which include family car, family car with trailer, family car with tent trailer, and family car with tent, count for 93% of the total sample which answered the question concerning mode of transportation.

The most frequent length of stay in one park was of one day's duration. This was followed by a two day stay. The Newfoundland sample was almost divided equally between a one and two day stay (30.5% and 21.6% respectively.) The sample for mainland Canada, however, showed that 65.6% of the total days stayed in Newfoundland provincial parks were of one day's duration, followed by a two-day stay which accounted for 22.2% of the total number of days visited. The American campers sampled showed that 57% of the total days spent in Newfoundland provincial parks were of one day's duration and 24.9% were of two days duration. The overall average length of stay for the Newfoundland sample was 2.8 days, the Canadian sample was 1.3

days and the American sample was 1.5 days. The overall average length of stay for the total sample was 1.87 days per park.

Up to 1970, the total cost of the Newfoundland provincial parks system has been $5,238,600. Approximately $4,400,000 was spent in the parks used for this study. The total capital costs of the parks in the Newfoundland system was approximately $1,700,000, of which $1,400,000 was spent in the sampled parks. The capital cost as a percentage of the total cost for these parks ranges from 26% to 52%. The cost of operation and maintenance of the selected parks ranged from $31,000 to $280,000. Salaries as a percentage of these costs went 42% to 68% or an average of 57%. The average capital cost per acre of parks to 1970 was approximately $51, while the average cost per acre was $151.

The Parks Service first began to collect revenue in 1966 and from that year to 1970 the total amount collected was $300,832, of which $258,581 was collected in the surveyed parks. The amounts of revenue collected ranged from $527 collected in Otter Bay Park for a period of two years, to $35,909 collected in Butter Pot Park for a five year period.

It is doubtful whether the revenues collected from park users could cover the total expense of construction, maintenance, and operation of the parks. However, it is in the realm of possibility that the revenue collected could cover the cost of salaries to those directly responsible to the day to day operation of the parks. If a fee of 50¢ per party of four had been collected from the approximately 2,000,000 parties which visited the parks

since their establishment, this would have been a revenue of $1,000,000. This compares favorably to the total of $1,297,000 that has been spent on salaries thus far for all parks' personnel including administration and headquarters staff. Add to this amount the revenue that could have been collected from the camping parties (144,250 parties of one day duration), this would total approximately another $230,000 which can be added to the $1,000,000 stated previously. Thus it is not unreasonable to state that the revenues collected in the parks could pay for the total salaries of all those working in the entire parks system.

The total expenditure for the sample group of 1,104 amounted to $150,239, of this $97,161 or 64.7% of the total was spent in Newfoundland. The total per party average expenditure was $136.69, while total per party expenditure in the province was $88.01. The per person total expenditure (for a party of four) was $34.02, but the per person expenditure in Newfoundland dropped to $22. For the average ten day vacation spent in the parks, this amounts to $3.40 per person total expenditure per day and $2.20 per person expenditure per day spent in Newfoundland.

The total purchases made by the Newfoundland sample amounted to $66,839 for a sample totalling 789 groups. This works out to be an average per party purchase of $84.71 or a per person average purchase for party of four of $21.18. For a ten day stay, this works out to be $2.12 per person per day.

The total expenditure for the Canadian sample was $37,101. For the sample of 158 parties, this is an expenditure of $234.82 per party. The cost per person for a party of four was $58.71

and for an average stay of ten days, this amounted to $5.87 per person. The total amount spent by the sample in Newfoundland was $14,741. For the 158 parties, this amounted to $93.30 as the average purchase per party. Divided by four, the sum of $23.33 is obtained which works out to an expenditure for the ten day stay of $2.33 per person.

For the American sample of 157 groups, the total purchases for the camping trip amounted to $44,987. The average per party expenditure was $286.54, which was expenditure per person for a party of four of $71.63. This amounts to expenditure for a ten day stay of $7.16 per person per day. The total spent by the American sample in Newfoundland was $14,269 for a per party average of $90.88. This works out to be a per person average of $22.72 or $2.27 per person per day for a ten day stay. If the average per person expenditure of $2.24 per day spent in Newfoundland is multiplied by the total number of campers for 1970, the total expenditure by these campers is $331,815.68.

The basic intent of this paper has been to examine the social and economic characteristics of visitors to the provincial parks system and their influence on the economic mileau of the province. Such facets as age, sex, education, payment, and the size and composition of various camping parties has been studied. Also attempts have been made to identify those who camped in the provincial parks by means of origin, income, and mode of travel. Not only have Newfoundland based camping groups been studied, but as well, those from mainland Canada and the United

States have been included. This was done so as to determine what effects these outside campers have had on the Newfoundland economy and to ascertain if their social characteristics were any different than the Newfoundland sample. As to the economic aspects of the provincial parks system on the provincial economy, such factors as the cost of development and maintenance of the parks have been shown and, as well, the contribution of those people using the parks to the provincial economy has also been determined.

The justification for such a study has been plainly stated. The most obvious justification for such a study is that very little is known about the social and economic aspects of those using the camping facilities of provincial parks is known at present. As well, planning has not been based on an assessment of various types of demands for differnet sorts of facilities in the provincial parks. Aslo, studies of this type done in various other sectors of North America may not be applicable to the Newfoundland scene because of the geographic situation of Newfoundland and because of Newfoundland's unique population distribution along its coastline. As well, it has been shown that the provincial parks are a generator in the economy of the Province.

Recommendations and Conclusions

More studies are needed in Newfoundland, not only dealing with the provincial parks system, but with the whole field of tourism. Obviously, much more useful data can be obtained from

such surveys than from the not too comprehensive statistics presently gathered by the Provincial Parks Service and other Government tourism oriented agencies. It would seem, therefore, that such surveys would be completely justified to be carried out at least every five years, if not within a shorter period of time, so as to determine the trends in social and economic characteristics of those tourists visiting the province. It is highly recommended, therefore, that serious consideration be given to carrying out such surveys at frequent intervals. Such a series of surveys would enable government to determine tourism trends so as to plan development in a logical manner.

There is an increasing amount of data becoming available concerning various components of outdoor recreation. Because of the large populations centered in major urban areas, many of these studies deal particularly with the problem of the need for outdoor recreational facilities near large metropolitan areas. As well, the possibilities of multiple use for any particular area is also being considered quite closely in many areas. This is particularly true of areas containing a large body of water. This body of water serves as a focal point for major recreational pursuits. Other recreational studies concentrate more on the economic aspects and benefits which outdoor recreational pastimes can bring. An outdoor recreation facility can provide income in an area where there are no other possible ways of making a living. Besides the economic benefits of outdoor recreational pursuits, the social benefits provided by outdoor recreational facilities have also been studied. It

has been shown that the presence of such facilities can produce a reduction in the need for law enforcement programs, mental hospitals, penitentiaries, and other correctional institutions. At present, neither sociological or economic studies of outdoor recreation are at a stage where definite, precise, quantitative measurements can be taken. It will be necessary to refine the methods used in such studies to a more precise degree before they can be said to be very accurate.

There were many favourable comments received from the sampled group about the quality of the Newfoundland provincial parks system. However, there were several comments which appeared on the questionnaires again and again dealing with changes which these campers felt would improve the service provided in provincial parks. Many people suggested that showers and laundry facilities should be installed in at least some of the larger parks in the system. A large number of the sampled groups also felt that facilities should be provided where such small staples as milk, bread, and ice could be obtained. Perhaps small concessions stores could be rented to residents of near-by communities where these items could be sold to park users. These stores could be designed by the parks service so as to blend with the natural surroundings and not be esthetic eyesores within the park.

Many other campers suggested rather strongly that more and better facilities be provided for trailers. Among the facilities suggested were on-site electric power outlets, sewage dumping station, fresh water hook-ups at each trailer site, garbage

disposal areas and larger, more accessible individual trailer sites. As well, it was also suggested that fresh water outlets be more conveniently located at various points around a campground.

Some of the sample, particularly those from outside the province, stated their disappointment in a lack of more seaside parks. They believed the parks service was not taking advantage of an excellent recreational resource. Part of the group also felt that some of the parks were too far off major highway routes to be readily accessible to most campers.

Other members of the sampled group suggested that a small scale map of the local area showing points of interest should be on display in each park. Other campers felt that internal security was lax or non-existing. Early morning or late evening noise and non-campers in campgrounds disturbed the recreational experience of many of them. Better methods of security should be employed by the parks service to protect those campers wishing to enjoy peace and serenity of the parks.

Another suggestion from many members of the group concerned the re-establishment of roadside picnic sites. Perhaps the parks service should investigate the feasibility of establishing such sites in conjunction with scenic viewpoints along major highway routes. Other members of the sampled group suggested that consideration be given to the possibility of establishing small playgrounds in some of the camping areas at least. As most camping parties are composed of at least one or two small children, such a facility would do much to increase the enjoyment of the

camping experience.

The final major recommendation of many of the sampled parties elluded to the possible extension of the operational season in some of the major provincial parks. Such activities as winter camping, cross-country skiing and snowmobiling could be incorporated into a winter program. Not only would such a program provide more recreational outlets for the population but would also provide employment for extra personnel in the parks during a period when many of them would be unemployed.

In most areas of the world today, the long run trend of park quality is downward. Newfoundland, however, is in a fortunate position in this regard. In this province, the parks system is still in the early developmental stage and steps can be taken to ensure that the parks are maintained at the highest standard. In order to do this there are several needs to be satisfied in the construction of new parks and the development of parks already built. First it is necessary to provide and maintain the wilderness aspect within the parks. Then there is a need to supply adequate and appropriate environmental space for both day-use activities as well as for extended stays. Also, it is necessary to see that sufficient forest is available within the park for essential firewood needs, posts, shelters, signs, markers, bridges, and corduroy, etc. Finally, these every day park needs should be satisfied without impairment of the values that recommended the site for park development in the first instance. To serve this end, commercial enterprises should be kept to an absolute minimum and where permitted to exist in a

park they should be placed under the sole and strict control of the parks administration division. If such steps are not taken, Newfoundland's provincial parks could quickly lose their wilderness aspect which many people find so attractive.

There are some facets of the provincial parks system which need improvement. There is a desperate need for more interpretive facilities in the parks. At present, there are very few such facilities in the system and there is an urgent need of them, not only for their educational value but also the fact that they will help protect the natural environment of the park in that such facilities can obtain interpretive elements such as hiking trails; they will give those people using the park something to do with their unoccupied time. These facilities can contain interpretive elements such as hiking trails, labelled flora and fauna and small exhibits. More interpretation centers should be constructed in at least the larger parks. They would help to attract more visitors to the park and enable these visitors to enjoy their stay even more, through greater awareness of the natural surroundings.

Another facet of park development which needs more attention is the construction of more day-use areas or the enlargement of present ones within the parks. One of the most important factors which have to be considered in the design of a park is the element of the human erosion. If day-use facilities in the provincial parks system are not expanded, many of the parks will be subjected to great overusage with resulting rapid deterioration of the landscape within the park that could very rapidly make it

unsuitable for any form of recreational activity.

In broadening the power of Newfoundland Parks Service, consideration should be given to several proposals. One such proposal which merits investigation is the widening of the power of the parks division to designate certain areas as future parks or reserves. Once the parks service has designated such an area for a park, this designation should not be able to be changed without legislative authority. As well, the plans and proposals of other government departments which may alter the natural landscape in any way, such as the Power Commission and Highways Department, should be required to be submitted to the Parks Department for study and the recommendations of the Parks Department concerning the effects of these plans on the natural landscape should be given consideration in any new construction by these other government agencies.

Another consideration which should be given some detailed study is the combining of the Parks Division with other divisions of government in a new department. There are several combinations for the administration of parks in conjunction with other government divisions. Possibly the best combination for a new department of government in this province would be the divisions of Provincial Parks, Wildlife, Forestry and Crown Lands. These units should be combined into one department so as to manage the entire natural landscape as a unit. Another advantage to be obtained would be that communications between them would be more direct and much quicker than at present. Also there would be more co-ordination in such activities as planning, development,

public education, etc. Finally, the unification of these divisions into a new department may result in a lowering of costs because of a possible reduction in the overall numbers of staff and the use of the same facilities and equipment.

Because of ever-increasing population, more leisure time, better methods of transportation and communication, and higher incomes, it is conceded by most authorities that all over the world, expansion in the field of outdoor recreation will continue. This will also be the case in Newfoundland. With greater urbanization continuing in the province and with the population expected to increase by at least 50% over the next twenty years, it is obvious there will be a need for expansion in the provincial parks system. Not only will the present areas reserved for future park development be needed, but it might perhaps be advisable for the Provincial Parks Service to also look further afield for possible park reservations so as to be able to cope with the ever-increasing number of people, not only from the province of Newfoundland but also from all of North America, and perhaps as well from Europe, who will use provincial parks over the next twenty to thirty year period.

The role of the Provincial Parks Service has been to provide only basic primitive facilities for the camper or picnicker. It would seem, therefore, that the present policy and operating practice of the Newfoundland Parks Service, which is to develop within the parks basic facilities to accommodate camping, picnicking, swimming, hiking, and nature study in a natural environment will not be sufficient for future needs.

In view of the obvious future demand and the pressures this demand will place on the provincial parks system, it is recommended that the following proposals be given consideration as possible areas which need indepth study. A comprehensive revision of the act and regulations governing provincial parks is needed with a view to the demands that would be made upon them in the next fifteen to twenty years. The classification and zoning system to all future park development. The development of various criteria for the identification of areas of provincial significance which should be incorporated within a provincial park. A comprehensive review of the administrative plant of the Provincial Parks Service to be able to meet the expanded range of responsibilities which is surely to be brought about by a more diversified type of development. The delineation of recreational activities and development that pertain to social rehabilitation from those that pertain strictly to the economic aspects of tourism development. A study of the feasibility of possibly extending the operational season of the provincial parks, not only for the benefit for residents of the province but also as a possible factor which might contribute further to the economy of the province. The protection of natural heritage areas within the province which are not now the responsibility of any provincial agency, such as International Biological Program Areas, bird sanctuaries, and unique landforms. Consideration should also be given as to what extent the Provincial Parks Service should be responsible for non-urban recreational use, development and control such as ski facilities, canoe trails,

and snowmobile trails.

At present, the province is in the enviable position of just commencing to lay out a provincial parks development scheme. Therefore, an ideal opportunity exists to take advantage of the many years experience of other provincial and state parks systems to develop the Newfoundland system as one of the best in North America.

Because provincial parks are one of the main components of the total recreational capacity of Newfoundland, their preservation and development should be high on the list of priorities of the provincial authorities responsible for social and economic planning. Unless Newfoundland's provincial parks are developed and managed in the best interests of future generations, one of the province's most important resources will be damaged irrepairably. It is the responsibility of the present generation to ensure that this does not happen.

APPENDIX

MEMORIAL UNIVERSITY OF NEWFOUNDLAND
St. John's, Newfoundland, Canada

Department of Geography

August, 1970

Dear Park Visitor:

Recently you visited a park in the Newfoundland Provincial Park system. From among the thousands who will visit these parks during 1970, your name has been chosen at random, in the hope that you will assist us in a very important study being conducted this year.

This study is being undertaken to assess the impact of provincial parks on the economic life of selected areas of Newfoundland and the contribution of the whole Newfoundland park system to the economy of the entire province.

It is hoped that this study will assist the Provincial Parks Dept. in their plans to improve the present park system and help them to select new locations for future parks. Thus every completed questionnaire returned will be of value.

The questionnaire is designed to answer such questions as what kinds of people use the parks, how long they stay, how much money a group spends for a visit to the parks and where they spend this money. In answering the questions about purchases, only state the amount of money that can be directly attributed to the trip to the parks. Please do not include purchases which you have to make anyway for day to day living. For example, if you ordinarily spend $20.00 weekly on groceries, but in the week you visited the parks you spent $30.00, only give the difference that can be attributed to the park visit, in this case $10.00.

Be assured that the answers you give on the questionnaire are strictly confidential and there is no means of knowing from whom the questionnaires were received.

A quick reply to the questionnaire would be greatly appreciated.

Thank you in advance for your co-operation.

Sincerely,

E.W. Jamieson
Director,
Economic Impact Survey

PROVINCIAL PARKS ECONOMIC IMPACT SURVEY

GEOGRAPHY DEPARTMENT — MEMORIAL UNIVERSITY OF NEWFOUNDLAND

1 of

Instructions

1. If the answer to a question is zero, please write "0" rather than leaving the space blank.
2. When exact information cannot be recalled, please use estimates.
3. One person should answer for all members of the group.

---

1. How many persons were in your party on this trip? _____

2. Please state age, sex, and educational attainment of members of your party.

	Age	Sex	Educational Attainment (e.g., grammar school, high school, some university, university graduate, post graduate, vocational school, commercial school, etc.)
a)	___	___	_____
b)	___	___	_____
c)	___	___	_____
d)	___	___	_____
e)	___	___	_____
f)	___	___	_____
g)	___	___	_____
h)	___	___	_____

3. Please state approximate yearly income of family. _____

4. From where did this trip originate? _____

5. List the provincial park or parks in Newfoundland in which you stayed or visited on this trip and the length of time spent in each park.

Park	Length of Stay: Days	Hours
_____	___	___
_____	___	___
_____	___	___
_____	___	___
_____	___	___
_____	___	___
_____	___	___

6. Which were the following reasons for your trip to the park(s)? Please mark the most i portant reason 1 the . t mos

1. How many persons were in your party on this trip? _____

2. Please state age, sex, and educational attainment of members of your party.

	Age	Sex	Educational Attainment (e.g., grammar school, high school, some university, university graduate, post graduate, vocational school, commercial school, etc.)
a)	___	___	_____
b)	___	___	_____
c)	___	___	_____
d)	___	___	_____
e)	___	___	_____
f)	___	___	_____
g)	___	___	_____
h)	___	___	_____

3. Please state approximate yearly income of family. _____

4. From where did this trip originate? _____

5. List the provincial park or parks in Newfoundland in which you stayed or visited on this trip and the length of time spent in each park.

Park	Length of Stay Days	Hours
_____	___	___
_____	___	___
_____	___	___
_____	___	___
_____	___	___
_____	___	___
_____	___	___

6. Which were the following reasons for your trip to the park(s)? Please mark the most important reason #1, the next most important reason #2, the next most important #3, etc.

Camping ___ Boating ___ Photography ___

Picnicing ___ Fishing ___ Viewing Scenery ___

Swimming ___ Hiking ___ Nature Study ___

Other (Please specify) _____

1 of

7. Which of the following types of vehicles did you use for this trip?

Family Car _____ Bus _____

Family Car with Trailer _____ Truck _____

Family Car with Tent Trailer _____ Truck with Trailer _____

Family Car with Tent _____ Truck with Camper _____

Rented Car _____ Other (Please specify) _____

The next few questions are designed to help you to estimate the expenditures you made on your trip to the provincial park(s). You may have spent money in the following places because of this trip: i) in your home community before your trip, ii) along the way to the park(s), iii) while you were in or near the park(s), iv) on the way home from the park(s), v) after you returned home.

Each of these possible places of expenditure will now be considered.

When exact information cannot be recalled, please use estimates.

As well, please round off the amount of each expenditure to the nearest whole dollar.

8. Consider only those expenditures made in your home community prior to the trip which was due to your park visit. Please estimate what you spent for the following goods and services over and above the amount you would have ordinarily spent had you not made this trip: (If zero, go to number 9).

_____ groceries and beverages

_____ gasoline and automobile services

_____ food and drink in restaurants and drive-ins

_____ photographic supplies

_____ clothing and shoes

_____ sporting goods and camping supplies

_____ health services and drug store supplies

_____ other (Please specify) _____

9. Next, consider only those expenditures made on the way to the park(s). Please estimate the amount you spent for the following goods and services: (If zero, please go to number 10). If known, please name the community where the purchase was made.

Amount	Community	
_____	_____	groceries and beverages
_____	_____	gasoline and automobile services
_____	_____	food and drink in restaurants and drive-ins
_____	_____	photographic supplies
_____	_____	clothing and shoes

Rented Car _____ other (Please specify) _____

The next few questions are designed to help you to estimate the expenditures you made on your trip to the provincial park(s). You may have spent money in the following places <u>because</u> of this trip: i) in your home community <u>before</u> your trip, ii) <u>along the way</u> to the park(s), iii) while you were <u>in</u> or <u>near</u> the park(s), iv) <u>on the way home</u> from the park(s), v) after you <u>returned home</u>.

Each of these possible places of expenditure will now be considered.

When exact information cannot be recalled, please use estimates.

As well, please round off the amount of each expenditure to the nearest whole dollar.

8. Consider only those expenditures made in your home community prior to the trip which was due to your park visit. Please estimate what you spent for the following goods and services over and above the amount you would have ordinarily spent had you not made this trip: (If zero, go to number 9).

_____ groceries and beverages

_____ gasoline and automobile services

_____ food and drink in restaurants and drive-ins

_____ photographic supplies

_____ clothing and shoes

_____ sporting goods and camping supplies

_____ health services and drug store supplies

_____ other (Please specify) _____

9. Next, consider only those expenditures made on the way to the park(s). Please estimate the amount you spent for the following goods and services: (If zero, please go to number 10). If known, please name the community where the purchase was made.

Amount	Community	
_____	_____	groceries and beverages
_____	_____	gasoline and automobile services
_____	_____	food and drink in restaurants and drive-ins
_____	_____	photographic supplies
_____	_____	clothing and shoes
_____	_____	sporting goods and camping supplies
_____	_____	health services and drug store supplies
_____	_____	camping and trailer fees
_____	_____	motel, hotel, and other lodging fees
_____	_____	gifts, curios and souvenirs

(Cont'd.)

[redacted]

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9. (Cont'd.)

Amount	Community	
		ferry tolls
		other (Please specify) _____

10. Now consider only those expenditures made near the park at which you were staying. Please estimate the amount you spent for the following goods and services: (If zero, go to number 11). If known, please name the community where the purchase was made and the park at which you were staying during this time.

Amount	Community	Park	
			groceries and beverages
			gasoline and automobile services
			food and drink in restaurants and drive-ins
			photographic supplies
			clothing and shoes
			sporting goods and camping supplies
			health services and drug store supplies
			camping and trailer fees
			motel, hotel, and other lodging fees
			curios, gifts and souvenirs
			other (Please specify) _____

11. Next consider only those expenditures made on the way home from the park(s). Please estimate the amount you spent for the following goods and services; (If zero, go to number 12). If known, please name the community where the purchase was made.

Amount	Community	
		groceries and beverages
		gasoline and automobile services
		food and drink in restaurants and drive-ins
		photographic supplies
		clothing and shoes
		sporting goods and camping supplies
		health services and drug store supplies
		camping and trailer fees
		motel, hotel, and other lodging fees

n, p ease name the community where the purchase was made and the park at which you were staying during this time.

Amount	Community	Park	
_____	_____	_____	groceries and beverages
_____	_____	_____	gasoline and automobile services
_____	_____	_____	food and drink in restaurants and drive-ins
_____	_____	_____	photographic supplies
_____	_____	_____	clothing and shoes
_____	_____	_____	sporting goods and camping supplies
_____	_____	_____	health services and drug store supplies
_____	_____	_____	camping and trailer fees
_____	_____	_____	motel, hotel, and other lodging fees
_____	_____	_____	curios, gifts and souvenirs
_____	_____	_____	other (Please specify) _____
			_____

11. Next consider only those expenditures made on the way home from the park(s). Please estimate the amount you spent for the following goods and services; (If zero, go to number 12). If known, please name the community where the purchase was made.

Amount	Community	
_____	_____	groceries and beverages
_____	_____	gasoline and automobile services
_____	_____	food and drink in restaurants and drive-ins
_____	_____	photographic supplies
_____	_____	clothing and shoes
_____	_____	sporting goods and camping supplies
_____	_____	health services and drug store supplies
_____	_____	camping and trailer fees
_____	_____	motel, hotel, and other lodging fees
_____	_____	ferry tolls
_____	_____	curios, gifts and souvenirs
_____	_____	other (Please specify) _____
		_____

12. Lastly, consider only those expenditures made after you returned home from your trip to the park(s), which were due to your park(s) visit. Please estimate the amount you spent for each of the following goods and services: (If zero, go to number 13).

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Amount	
_____	groceries and beverages
_____	gasoline and automobile services
_____	food and drink in restaurants and drive-ins
_____	photographic supplies and development
_____	clothing and shoes
_____	sporting goods and camping supplies
_____	health services and drug store supplies
_____	other (Please specify)_____

13. While on your trip did any members of your party make use of public (Crown) lands? (Yes or No). _____.

14. If the answer to the above question was YES, please show as precisely as possible on the enclosed map where these public (Crown) lands, which you used, are located.

15. If the answer to question 13 was YES, please check the activities in which you or members of your party participated on these public (Crown) lands.

Camping _____ Hiking_____ Boating _____

Picnicing _____ Photography _____ Fishing _____

Swimming _____ Viewing Scenery_____ Nature Study _____

Other (Please specify)_____

16. Are there any improvements or changes which you would like to see made in the Newfoundland Provincial Park system? If so, please state them.

_____

_____

_____

17. Are there any other facilities for outdoor recreation in Newfoundland which you would like to see improved or developed? (Yes or No)._____. If the answer is YES, please specify them._____

_____

_____

_____

18. Please state here any general comments which you may wish to make about the Newfoundland Provincial Park system._____

_____ photographic supplies and development

_____ clothing and shoes

_____ sporting goods and camping supplies

_____ health services and drug store supplies

_____ other (Please specify)_____

13. While on your trip did any members of your party make use of public (Crown) lands? (Yes or No). _____.

14. If the answer to the above question was YES, please show as precisely as possible on the enclosed map where these public (Crown) lands, which you used, are located.

15. If the answer to question 13 was YES, please check the activities in which you or members of your party participated on these public (Crown) lands.

Camping _____ Hiking_____ Boating _____

Picnicing _____ Photography _____ Fishing _____

Swimming _____ Viewing Scenery_____ Nature Study _____

Other (Please specify)_____

16. Are there any improvements or changes which you would like to see made in the Newfoundland Provincial Park system? If so, please state them.

_____

_____

_____

17. Are there any other facilities for outdoor recreation in Newfoundland which you would like to see improved or developed? (Yes or No)._____. If the answer is YES, please specify them._____

_____

_____

_____

18. Please state here any general comments which you may wish to make about the Newfoundland Provincial Park system._____

_____

_____

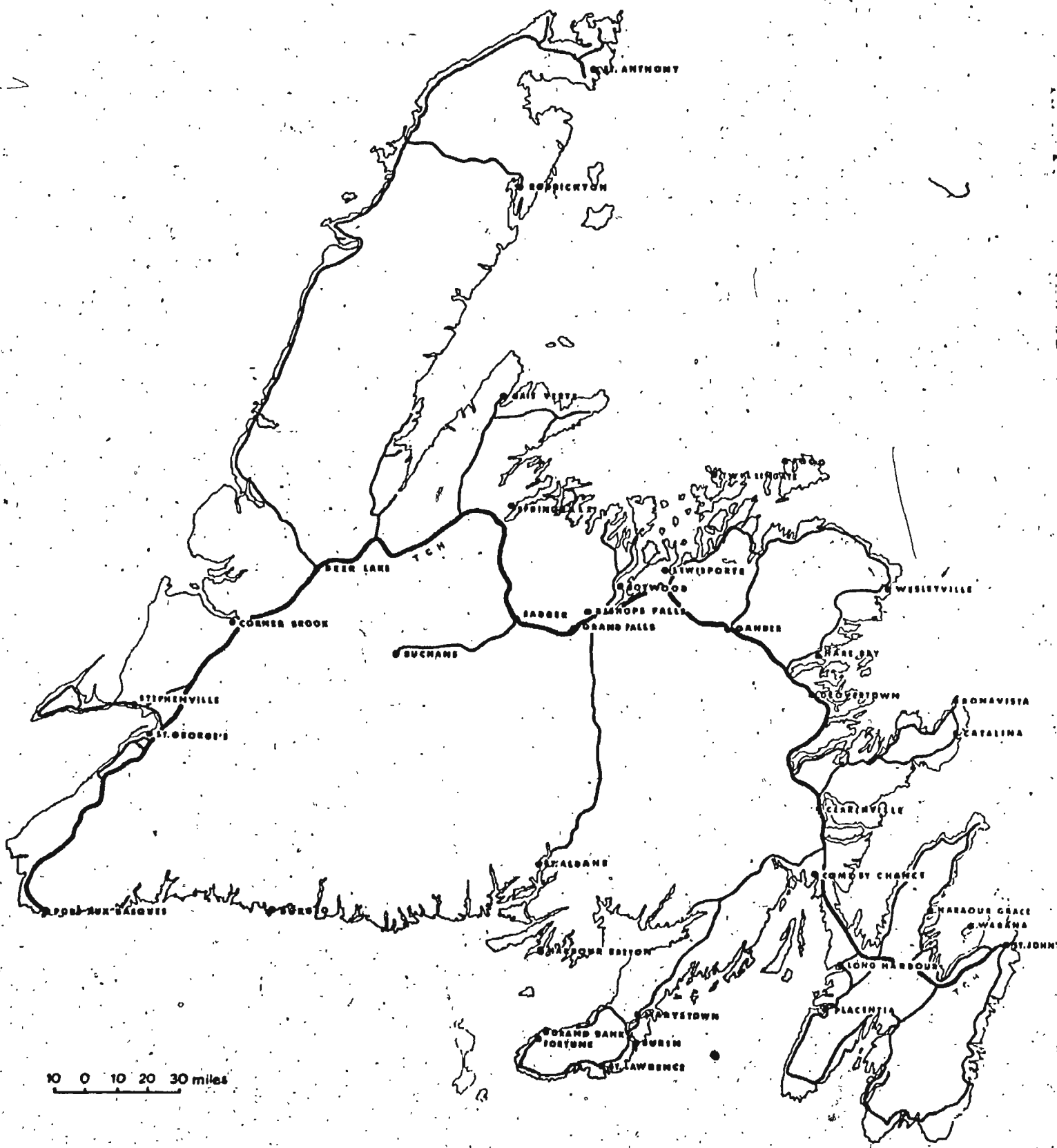
_____

_____

_____

_____

[redacted]


ST. ANTHONY
ROBERTS ARM
GALE VISTA
SPRINGDALE
LEWISPORTE
BOTWOOD
WESLEYVILLE
BEER LAKE
CORNER BROOK
BADGER
BISHOPS FALLS
GRAND FALLS
GANDER
BUCHANS
STEPHENVILLE
ST. GEORGE'S
BONAVISTA
CATALINA
CLARENVILLE
ST. ALBANS
COMOX CHANCE
HARBOUR GRACE
CARBONEAR
ST. JOHN'S
LONG HARBOUR
PLACENTIA
GRAND BANK
FORTUNE
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