



OVERVIEW

The North Dakota State Parks and Recreation Surveys

The North Dakota Parks and Recreation Department (NDPRD) fielded the North Dakota State Parks and Recreation Surveys from mid-December 2020 – early February 2021 to collect travel, attitudinal, and demographic information from North Dakota state park visitors and North American residents in key geographic markets. This information is critical to understanding how park properties can be maintained and improved to enhance the visitor experience and how the park properties impact local communities. The survey program included three separate surveys for 2018 – 2020 visitors (“visitor survey”), non-visitors and non-recent visitors (“non-visitor survey”), and residents in communities near North Dakota state parks (“community survey”).

Who participated in the surveys?

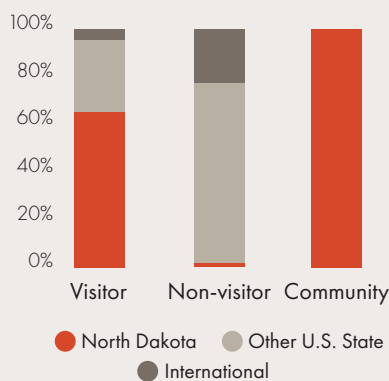
6,998 respondents across 42 U.S. states and six countries participated in the surveys. Participants were invited to the surveys using the department’s email contact list, online panel sampling, media outreach, and mailed postcard invitations.

RESPONDENT COMPOSITION

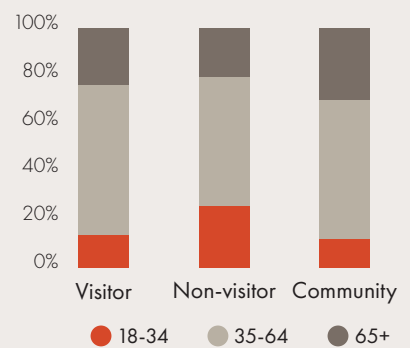
Respondents by Survey Type

Visitor	3,859
Non-Visitor	2,694
Community	445
Total	6998

Residence Location by Survey Type



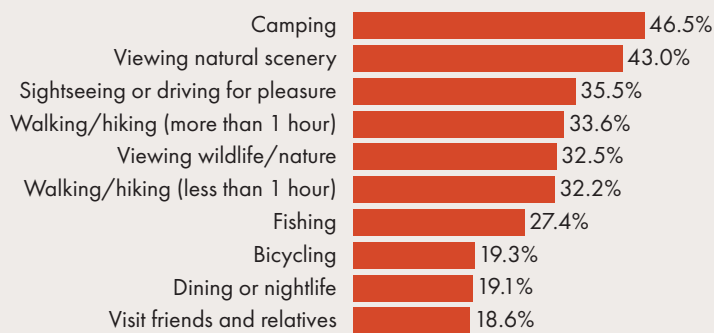
Age by Survey Type





VISITOR SURVEY RESULTS

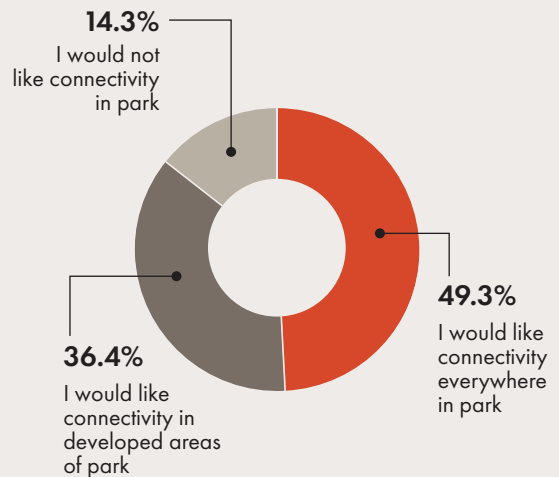
Top 10 Activities at Most Recently Visited Park Property and Local Area



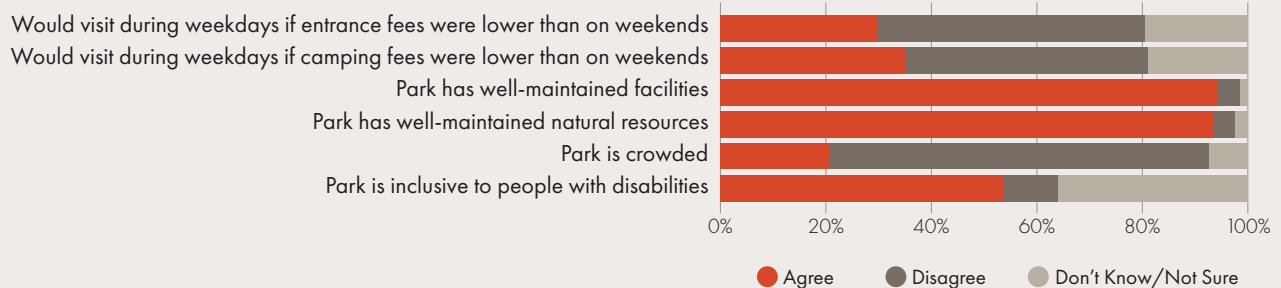
Plans to Visit a North Dakota State Park Property in Next 12 Months

74.6% of visitors plan to visit a North Dakota state park property in the next 12 months. Among these visitors, 9.8% indicated their plans to visit were prompted by the COVID-19 pandemic.

Preference for Internet/WiFi/LTE/4G Services in Park Properties



Visitor Attitudes





VISITOR SURVEY RESULTS *(cont.)*

Respondents could select more than one response in each category

TOP 5 METHODS for Obtaining Info About Parks

1 Previous visits	56.1%
2 State park website	46.2%
3 Friends/relatives/word of mouth	36.6%
4 North Dakota Tourism website	14.3%
5 Inquiry to NDPRD via phone, mail or email	13.4%

NON-VISITOR SURVEY RESULTS

Respondents could select more than one response in each category

TOP 3 REASONS for Not Visiting a North Dakota State Park Property

1 I visit parks closer to home	70.1%
2 I don't know much about what there is to do in the parks	62.6%
3 Travel distance is too far	46.5%

TOP 3 STRATEGIES to Encourage Visitation

1 Provide more information about programs, events, and activities via www.parkrec.nd.gov	59.8%
2 Provide more information about programs, events, and activities via social media	51.9%
3 Provide more amenities	49.7%

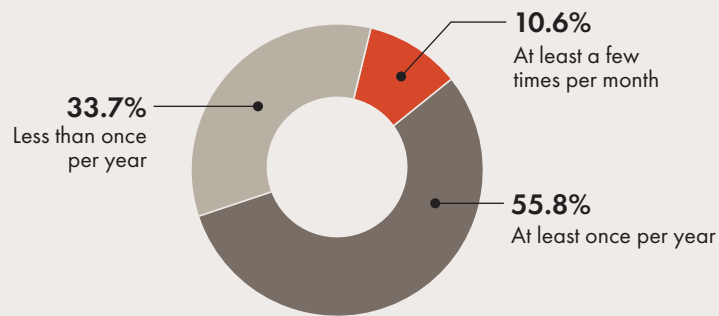
TOP 5 SERVICES of Interest to Non-Visitors

1 Outdoor exhibits	72.2%
2 Visitor center	66.9%
3 Self-guided tours	61.1%
4 Indoor exhibits	59.4%
5 Gift shop	58.2%

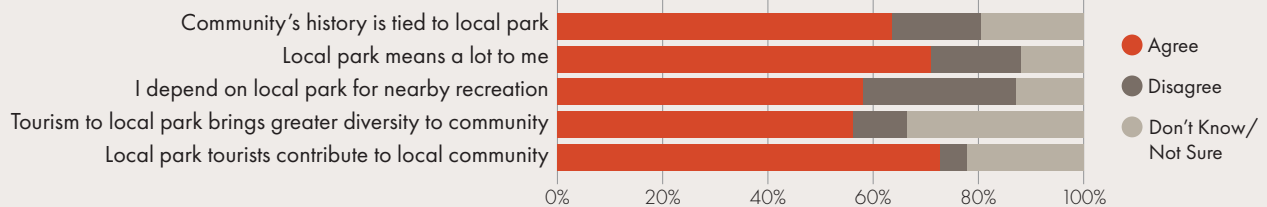


COMMUNITY SURVEY RESULTS

Frequency of Visits to Local Park Property



Community Attitudes



Number of Lifetime Visits to Local Park

