

CHARACTERISTICS OF THE OLDER CAMPER

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ABSTRACT

People over age 45 are much less likely to camp than people under age 45. As the population of Canada ages there will be a considerable challenge to maintain camping participation. Addressing this issue, this study compared older and younger campers in their attitudes, behaviours and activities relating to camping. It involved an analysis of the 1996 *Ontario Parks* Camper Survey, using age as the independent variable. The creation of *Ontario Parks* in 1996 made income goals important for each park. Increasing income through increased visitation (i.e., older campers) could provide each park with a larger budget to carry out its mandate. Many significant social and demographic differences were found between younger and older campers. Older campers are an attractive and lucrative market for parks; however, the existing programs and services are attractive to only a small percentage of people over age 45.

1.0 INTRODUCTION

The growing need to understand the characteristics of older campers is twofold: to attract an increased number of older people to camping and to decrease the age-related dropout of campers as the current population ages. The population profile of Canada is aging due to low fertility rates and increasing life expectancy (1). Generally, people over age 45 are much less likely to camp than people under age 45. As a result, the aging population will negatively impact on camping participation at parks. Therefore, it is important to understand the characteristics of older campers in order to continually attract them to Canadian parks.

This study compared older and younger campers in order to examine differences between the populations in their attitudes, behaviours and activities. It involved an analysis of the 1996 Ontario Parks Camper Survey (2), using age as the independent variable. “Age is the independent variable that is cited most often as the key predictor of outdoor recreation participation”(3). There was a comparison of two age groups (under 45 and age 45 and older: hereafter to be referred to as younger campers and older campers). Ten of the most significant questions and findings are discussed in this paper. The focus is on characteristics relating to: age distribution, group size, education, occupation, income, expenditures, use of parks, equipment used, activities, and essential services.

This study seeks to apply the mandated goals and objectives of Ontario Parks, namely toward older campers. For instance, how does the mandated goal of Ontario Parks, “to provide a variety of outdoor recreation opportunities, and to protect provincially significant natural, cultural, and recreational environments”(4), apply to older campers? Furthermore, how can the under-represented sector of older campers within a provincial park system be increased? In order to answer these questions, one must first understand what the current older camper is looking to experience while visiting the park. One of Ontario Parks’ operating principles is to: “respond to the needs and wants of customers in the delivery and development of its services, programs and facilities” (5). This research provides a clear analysis of the characteristics of older campers that can aid parks in catering to the desires of the older camper market. The objective is to pursue the reasons behind the trends that are occurring with respect to the aging population and the implications they will have for Ontario Parks.

A major factor for conducting this analysis centres on the new fiscal regime in Ontario Parks. In 1996 a new business plan was established for the parks system. Corresponding to this, parks management became a corporate entity within the Ministry of Natural Resources, and subsequently became known as Ontario Parks (5). The importance of this business plan for this study is that each operating park is now responsible for earning income for the park system. Previously, any income from the system as a whole was submitted to the Consolidated Revenue Fund of the Province of Ontario. Now the income is retained within the Ontario Parks system. Each operating park has income goals. As a result the number of visitors a park receives and the income it generates each year from these visitors are key to providing some level of financial viability. Increasing income through more effective financial management of visitation can provide each park with a larger budget to carry out its mandate as reflected by its classification within the system (i.e., natural environment, recreation).

1.1 Methodology of the Analysis

In 1996, campers at 44 of Ontario's 272 Provincial Parks were surveyed (2). In total, at the parks 11,843 surveys were completed and returned by park campers. The original survey responses for the 44 parks were coded and saved in an SPSS (Statistical Package for the Social Sciences) data sheet. The responses for "age of the respondent" were recoded into two age groups (1: younger campers = age 44 and under, 2: older campers = age 45 and older). This allowed for the two age groups to be compared using "Crosstabs" (crosstabulations) in SPSS, for each of the survey questions being considered.

The Pearson Chi-Square test was used to test statistical significance for each of the questions where “Crosstabs” were possible. Where results of the Pearson Chi-Square test were less than or equal to 0.05 ($p \leq 0.05$ or less) the differences were deemed to be statistically significant¹. Certain questions were considered unimportant for this particular analysis, and were not used. Therefore, only 21 of 24 survey questions were comparatively analyzed. Of those 21 questions analyzed (6), 10 are included within this paper.

2.0 AGE DISTRIBUTION OF CAMPERS

The non-response for the age question was minimal; only 200 respondents did not provide their age (1.7 %). The responses of those 200 campers were not included in further analysis of the other survey questions. The age distribution differences found with this question are statistically significant ($p = .000$).

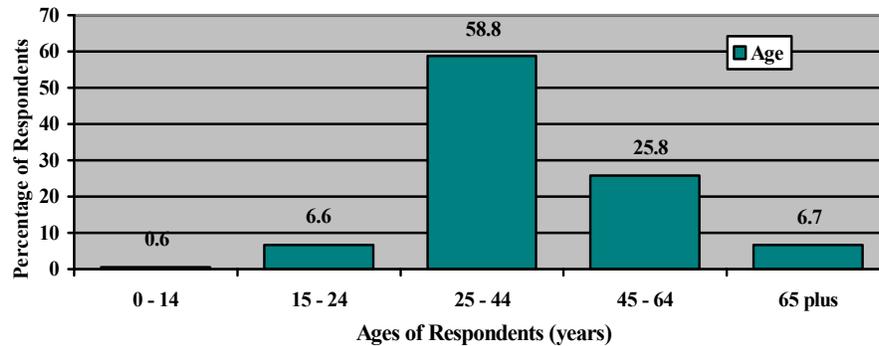
Of the surveys included in this study, 65.8% are younger campers and 32.5% are older campers. Although the focus of this paper is not on specific divisions of the age categories, it is important to be aware of how the categories are comprised: 0-14 years (.6%); 15-24 years (6.5%); 25-44 years (58.8%); 45-64 years (25.8%); and 65 years and older (6.7%) (Chart 1). It is also important to note that only people 19 years and older were asked to complete a questionnaire, thus the low number of respondents below 19 years of age.

It is clear that the majority of campers are between ages 25 and 44; it is also evident that there is an age-related dropout rate that is high for campers to Ontario

¹ Many tests of statistical significance (ex. Chi-square) start with the assumption that a demonstrated result is the result of error creeping into the sample. The test allows the researcher to reject the null hypothesis (which states that there is no significant relationship between two variables).

Provincial Parks. This chart illustrates previous research (7, 3) that as the population ages people are less likely to partake in some outdoor recreation activities such as camping.

CHART 1: Age Distribution of Respondents



Traditionally, Ontario Parks has catered its services, facilities, and programs to the highest visitor base, younger adults with children. This could be paradoxical, since catering to younger visitors may inadvertently disenfranchise older visitors who could be of lucrative value to the parks. Older adults have a larger disposable income, and often their amount of free time is high, and especially so when they retire. Therefore, by neglecting to manage parks to satisfy this age group, an extremely important resource for increased income and extended season use is being lost.

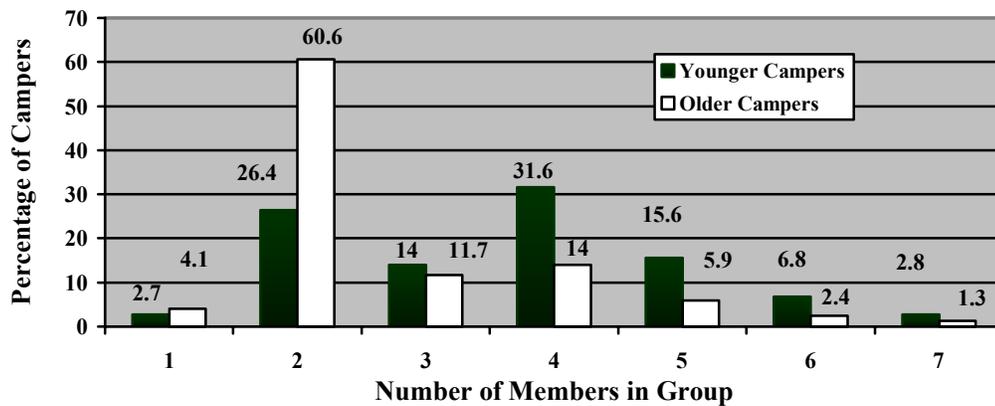
2.1 Group Size

Knowing the number of people in a camping group can guide the development of services and facilities to cater to different group sizes and should be included in the promotion of group activities.

For younger campers, the most common group size is 4 (31.6%), probably representing groups composed of parents with children. For older campers, the large

majority of campers were in groups of 2 (60.6%). The differences are highly significant ($p = .000$). Clearly, younger campers recreate in larger group sizes, than do older campers (Chart 2).

CHART 2: Distribution of Group Sizes



Older campers are also more likely than younger campers to camp alone (4.1% of older campers versus, 2.7% of younger campers) are. It appears to be highly probable that the majority of older campers are camping as a married couple (60.6% in groups of 2)². Furthermore, the second most common group size for older campers is four people. This *could* indicate that 14% of older campers are camping with another couple.

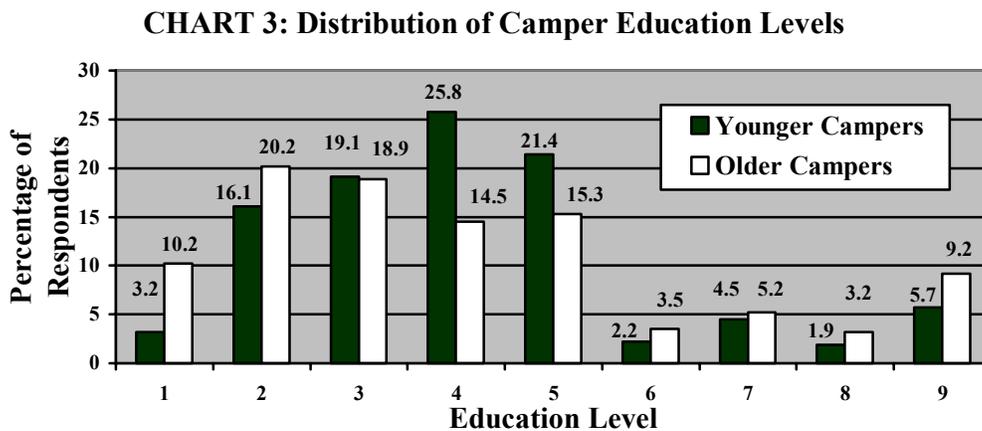
3.0 EDUCATION LEVEL OF CAMPERS

Knowing the education level of park visitors helps managers make better decisions concerning programming, preferred activities and advertising. For the purpose of comparing older and younger age groups, it can aid in gearing programs towards the education level of older campers. The difference between the age groups in the response

² Survey design prohibited a *clear* evaluation that could determine the classification of each group.

to their education level is statistically significant ($p = .000$). Chart 3 gives a comparison of the education levels of both age groups.

Chart 3 shows an unusual educational distribution for older campers. As might be expected, the older campers have a larger proportion of people with lower levels of education (i.e., high school education or less). The older the population in Canada, the



1 = Some High School	6 = Some Graduate School
2 = High School Graduate	7 = Graduate Degree Completed
3 = Some College or University	8 = Some Post Graduate
4 = College Graduate	9 = Post Graduate Degree Completed
5 = University Graduate	

lower the level of educational attainment (8). However, the older camper population also has a higher proportion of people with post-graduate university training. These data suggest that a substantial portion of the older camping population is comprised of highly educated older people, and another population is poorly educated older people.

Nevertheless, in its entirety the older group shows quite high educational attainment.

Chart 3 shows that overall 36.4% of older campers are university graduates, whereas in

1996 only 13.3% of the Canadian population over the age of 15 had a university degree (8). It is obvious through an examination of these results that there is something about the camping experience that appeals to people who are highly educated.

The reasons for this trend (those who are highly educated being attracted more to outdoor recreation) are currently unknown. However, one might speculate that it is due to a higher awareness of environmental quality and the issues that are currently surrounding this subject. This may mean that those who are highly educated are attracted towards areas where there tends to be low environmental impacts and degradation. Also, there may be a tendency to increase one's education regarding such "natural" areas through direct experience within a park environment. The largest ecotourism market study ever undertaken (done for British Columbia and Alberta in 1995), "found that the natural setting is the most critical factor in the determination of a quality product. The tourists showed increasing desire to find experiences in environments that were ecologically well managed" (9).

Those older campers that do not have a high level of education (i.e., they do not possess a college diploma or university degree) are also important. They represent almost half of all older campers (49.3%).

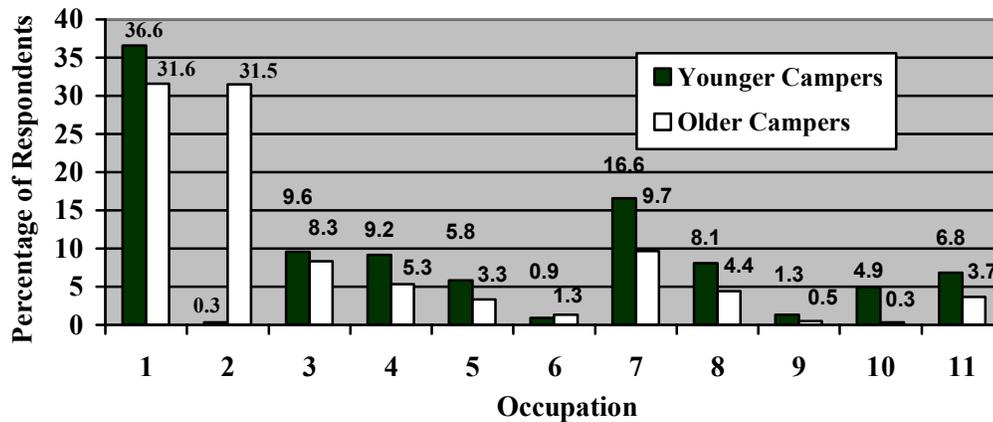
3.1 Occupations of Campers

Visitors who have different occupations and are involved in different sectors of the workforce, may have differing expectations, needs, wants, and preferences for a camping experience at an Ontario Provincial Park. By understanding what sector of the workforce visitors are coming from parks can market themselves appropriately to these groups. The differences in the means of the two populations for this question are

statistically significant ($p = .000$). Chart 4 shows a comparison for younger and older campers' occupations. Some caution is necessary in the interpretation of the occupation data. People self assign to the categories, so personal interpretation of phrases such as "professional" and "managerial" could vary.

The most obvious and notable difference between the two age groups is the fact that 31.5% of older campers are retired whereas only .3% of younger campers are retired. Due to the large number of retirees, all other occupation categories, other than farmer, have a lower representation than the younger campers. Also, 31.6% of older campers call themselves professionals coinciding with professionals of all ages who are highly represented within the Ontario Provincial Parks system.

CHART 4: Distribution of Camper Occupations



1 = Professional	7 = Industrial/Technical
2 = Retired	8 = Service/Sales
3 = Managerial	9 = Tourism/Recreation
4 = Homemaker	10 = Student
5 = Clerical	11 = Other
6 = Farmer	

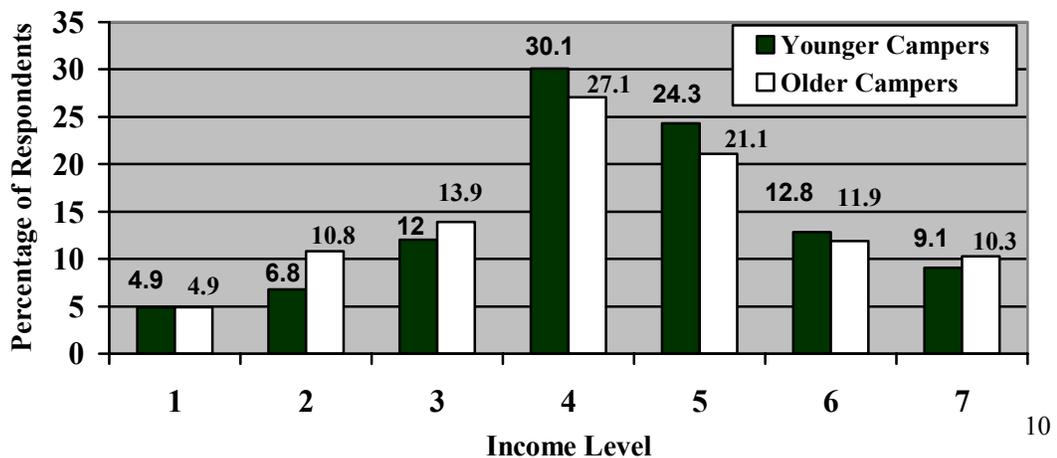
There are a variety of implications stemming from these results that affect a park's ability to attract older campers. It is an important finding that professionals and retirees

are equally represented within the older age category. This means that many retirees, who have more free time and a higher disposable income (generally) are camping. It can be inferred from these results that these retirees are drawn originally from a multitude of sectors, including industrial/technical, managerial, homemakers, and service/sales. Parks can use this knowledge to market appropriately to retirees. For example, promoting longer vacations to Ontario Provincial Parks, possibly creating various travel routes with stops at a number of different parks within the same system is a useful idea. This corresponds with findings from this study that indicate older campers are highly likely to use parks as stopover destinations on longer journeys (6). Furthermore, Ontario Parks is encouraged to do additional research on the professional sector of society. This will aid them in marketing the parks effectively, further increasing the number of visitors represented from this sector, thus increasing income.

3.2 INCOME LEVELS OF CAMPERS

Some respondents chose not to release their personal income data. The non-responses totaled 14.2% of all respondents. Chart 5 shows an age comparison for income. The differences between the age group populations in regards to income are statistically significant ($p = .000$).

CHART 5: Distribution of Camper Income Levels



1 = Less than \$20,000	5 = \$60,000 - \$79,999
2 = \$20,000 - \$29,999	6 = \$80,000 - \$99,999
3 = \$30,000 - \$39,999	7 = \$100,000 or more
4 = \$40,000 - \$59,999	

Chart 5 shows that older campers have slightly lower incomes on average than younger campers. This is probably due to the high percentage of retired people in the older age category. However, 68.4% of all older campers are still working with the majority (70.4%) earning \$40,000 or more annually. There is a larger representation of the middle-income ranges, than high and low income ranges. As a result, there are very few poor campers and very few extremely wealthy campers. It should be noted, however, that older campers are more likely than younger campers to earn \$100,000 or more annually. Visitors with more discretionary income are more likely to spend money in and around the parks they visit. This can be a key factor for increasing income while providing services to campers.

Older campers make a comparable income to younger campers, but they generally have fewer financial obligations (i.e., their mortgage may be paid off, they may not have to financially support children). There are many services that would likely influence older people to camp at a park, which they could be willing to pay additional fees beyond the entrance fee. Therefore, it would be probable that parks could see a larger return on their investment over time by attracting additional older campers and providing the appropriate services for these people.

4.0 EXPENDITURES

There are four categories in the expenditure question: 1) fuel and transportation, 2) food and beverages, 3) attractions and entertainment, and 4) miscellaneous. This analysis

focuses on the expenditures within 40 kilometres of the park. Only one of the four sections (fuel and transportation) showed the differences between the age populations to be statistically significant. The results are as follows: fuel and transportation ($p = .000$), food and beverages ($p = .064$), attractions and entertainment ($p = .982$), miscellaneous ($p = .858$). There is a high non-response rate for all four sections. The non-response rates are as follows: fuel and transportation (61.4%), food and beverages (63.8%), attractions and entertainment (54.1%), and miscellaneous (54.7%). A large percentage of the sample of park campers left the questions blank. It is highly likely that this is due to a lack of expenditures in these categories within 40 kilometres of the park (the respondents did not enter \$0). Hence, the responses that were submitted should still be considered meaningful.

Expenditure data gives park managers an idea of the economic impact park visitors have on the local economy. The examination of this survey question focused on expenditures of both individuals and groups for: fuel and transportation, food and beverages, attractions and entertainment, and miscellaneous expenditures. Table 1 shows the *average* expenditures for each group and individual respondent for both younger and older campers. Table 1 reveals that older campers spend more per group and individually than younger campers for each category. The largest and most significant difference between younger and older camping *groups* occurs for Fuel and Transportation expenditures (\$29.31 and \$45.65, respectively). This is due to the higher use of recreational vehicles by older campers (6). Larger vehicles use more fuel than smaller vehicles. Overall, older campers spend much more per person per visit than younger campers, \$51.10 compared to \$32.36.

TABLE 1: EXPENDITURES OF CAMPERS

Expenditure Category	Average <i>Group</i> Expenditures (\$)		Average <i>Individual</i> Expenditure (\$)	
	Younger	Older	Younger	Older
Fuel & Transportation	\$29.31	\$45.65	\$8.07	\$16.91
Food & Beverages	\$53.13	\$56.02	\$14.64	\$20.75
Attractions & Entertainment	\$14.66	\$12.93	\$4.04	\$4.79
Miscellaneous	\$20.37	\$23.36	\$5.61	\$8.65
Total	\$117.47	\$137.96	\$32.36	\$51.10

These findings reinforce the need for Ontario Parks to capitalize on and target the needs of older campers, thereby strengthening each park’s impact on the local economy. Ontario Parks can benefit if they can entice older campers to spend increased amounts of money within the park (i.e., with additional fees for new services and merchandise). The total expenditure per camper (within 40 kilometres of the park) is quite substantial when the number of visitors per year is considered for each park. The average older camping group spends \$137.96 within 40 kilometres of the park, as compared to \$117.47 spent by the average younger camping group. These results show that it would be of financial benefit, for both Ontario Parks and the local communities surrounding each operating park, to attract more older campers, and keep them in the area longer.

5.0 USE OF PARK

People who camp at a park as their main destination have different needs than those who are stopping over at a park for a short stay as part of a longer trip. The differences between the camper populations for this question are statistically significant ($p = .000$).

There is a very high response rate (99.5%), indicating that this sample of responses is a highly accurate representation of the camping population surveyed.

There are significant differences between younger and older campers in regard to the reasons for their stop at the park where the survey was completed. Older campers exhibit much less tendency to treat the park as a main destination. Older campers are more likely to stop at the park as part of a planned longer trip, or as an unplanned stopover enroute. More than two times the number of older campers versus younger campers use the park as an unplanned stopover destination (21.5% and 8.5% respectively). This is important for marketing parks to older campers.

The implications of these results are far reaching. There is a clear distinction between older and younger campers in these responses. Any time there is such a large difference; it is significant in the quest to understand the aging camper. Since older campers are more likely to use parks as stopover destinations, either planned or unplanned, it is essential that Ontario Parks advertise parks clearly along major highways throughout the province. Marketing the parks as a travel system and creating travel routes for a variety of parks may help to increase the older camping population's use of the Ontario Parks' system.

6.0 EQUIPMENT USED BY CAMPERS

Data on the camping equipment used is a key part of the comparison of age groups. Not only does the type of camping equipment used influence campsite design and management, it also shows the accommodation preferences of older adults. The differences in the means for the populations' results of this question are highly statistically significant ($p = .000$).

Both age groups rate a tent as the most used piece of camping equipment; however, the younger groups are almost two times more likely to use tents (63.4% for younger campers versus 32.8% for older campers). Older campers are far more likely to use an RV (various types) than younger campers (57.9% compared to 35% respectively). The results also show that older campers use a wider diversity of equipment types than younger campers, with a majority utilizing recreation vehicles.

It is critical that park managers understand the equipment *preferred* and the equipment *used* by their campers, as the two do not always match. This will influence the campsite design in the form of size and service (i.e., the number of sites with hydro-electric service). Another indirect inference that can be made with these data is that many older campers prefer the comfort of a RV (including travel and tent trailers and motor homes). Other older campers may prefer a RV but are restricted from using one due to convenience, availability, cost or some other factor.

Many older campers *may* be making the decision *not* to camp based on their inability to afford and manage multi-seasonal equipment (RV's). Parks then might have an entire market of potential older campers available if more accommodation options were made available. If this is based partially on equipment and comfort, parks could possibly benefit in the long-term by an investment in rentals of RVs, building lodges/cabins, or permanent tent structures (i.e., wooden floor tents with cots and a wood stove).

These actions would also allow parks to extend the camping season, thereby increasing revenue. Moreover, parks could attract retired older campers in off-peak times such as the spring and fall by providing heated accommodation on-site. This would also

coincide with the migration patterns of birds, which is significant because birdwatching is the most rapidly growing outdoor recreational activity for older adults (7).

7.0 ACTIVITIES

In order for any parks system to be successful in attracting older campers, they must provide a variety of activities that appeal to older adults. Much research has been conducted on how a person's activity level and preferences change as they age.

Statistical significance could not be calculated for this question using chi-square in SPSS, due to the way the question was arranged.

There are a number of activities in which older campers spend more time, than younger campers. These include: trail hiking, guided hikes/walks, visiting historical/nature displays, and viewing/photographing nature (6). The largest differences occur between the two age groups for casual play, canoeing, using playground facilities, and swimming/wading. Older campers are much *less* likely to participate in these activities than younger campers. For all activities that older campers are *more* likely to participate in than younger campers, the largest difference is for viewing/photographing nature. This corresponds with research that states that older adults tend to participate more in passive recreational activities, such as birdwatching (7).

The majority of older campers participate strongly in the following five activities: swimming/wading, picnicking, trail hiking, casual play, and viewing/photographing nature. All of the activities that older campers are more likely to participate in, focus around the enjoyment of nature. The enjoyment of nature, through observation, photography and hiking is a top priority for older campers. These results signify that by

maintaining a high quality natural environment along with appropriate recreation facilities, park managers will be more successful at enticing older campers to visit.

8.0 ESSENTIAL SERVICES

It is a delicate balance to find the right mix of products and services that will please campers. The differences in the responses between the two populations for all of parts of the facility and service question are statistically significant ($p = .000$). Many of the services and facilities in the list (2) have high non-response rates (i.e., greater than 10%). This could be due in part to respondents skipping the answers for those services and facilities that they did not use. This should be acknowledged, as the responses may not be a completely accurate sample of campers.

This analysis shows that older campers, more so than younger campers, rate the following services and facilities as important: interpretive programs, more electrical campsites, provision of sewer/water connections to the campsite, and laundry facilities. These results follow a predictable pattern. Older campers prefer to camp using an RV, therefore, they would prefer more hydro sites and sewage and water connections at the campsite. This also explains why they are less concerned with accommodations, RV rentals on-site, and camping equipment rentals. Also, older campers are less likely to participate in active recreational activities and as a result are less concerned with other equipment rentals and recreation skill training.

Both younger and older campers strongly believe (95.6% and 94.4% respectively) that shower facilities are essential or important. This trend is concurrent with the high rating of importance campers had for cleanliness and maintenance of washroom facilities (6). The only service listed in the question that is not commonly offered at Ontario

Provincial Parks today is laundry facilities. These facilities should be strategically tested at parks that have a high percentage of older campers (higher than other parks in the system). Research from this study also shows that older campers prefer to camp at parks in the North East, North West and Central zones of Ontario (6).

9.0 OVERALL PROFILE OF THE OLDER CAMPER

There are many differences between the preferences of older campers and younger campers. It is important, however, to take notice of all of the preferences of older campers, not only those that are different from younger campers. This will enable Ontario Parks to gain a clear understanding of the needs, wants, priorities, and preferences of older campers in general.

Many of the trends and characteristics that are occurring with regards to older campers to Ontario Provincial Parks tend to be consistent with the trends that have been categorized for ecotourists in general. The largest ecotourism market study ever undertaken was for British Columbia and Alberta in 1995.

“The study found that the natural setting is the most critical factor in the determination of a quality product. The tourists showed increasing desire to find experiences in environments that were ecologically well managed. Recreational activities were important, and multiple activities were desired. Midrange accommodation was desired....Experience quality was enhanced by experienced guides and quality interpretive programs....Parks and the activities found in the parks were indicated as very important components of the travel experience” (9).

All of the factors listed above pertaining to ecotourists, are also descriptive of the findings of this study on older campers.

This profile of older campers is derived from those people who are currently camping within the Ontario Provincial Parks system. Although this analysis is clearly

necessary to understand what continually attracts this age group to the camping experience, there is one major limitation. The 1996 Ontario Parks survey and this analysis cannot provide an understanding of what prompts many older adults to drop out of camping; there was no survey done on the general population of Ontario or on people who have stopped camping.

Older campers to Ontario Provincial Parks tend to be between the ages of 45 and 64 (79% of older campers). This signifies that this age group should be a target market for Ontario Parks in their attempt to attract older campers. They tend to camp in pairs (60.6%) and older campers have a high return rate to both the Ontario Parks system (91.4%), as well as to specific parks (58.9%) (6). The most difficult task for park managers is to attract older campers initially. Impacting upon the decision to return, the older camper is likely to rely upon his or her own personal experience/previous visits, as well as pamphlets and brochures when choosing a park for a camping destination.

One reasoning for choosing a park is based on whether or not the park offers a natural setting and natural features. The older camper tends to choose provincial parks that are enroute to a further destination. This is key, since those using the parks as one of several stops, planned or unplanned, tend to require and seek specific services within the provincial parks.

Older campers are more likely to use a wider diversity of equipment types than younger campers. Overall, older campers tend to use a RV (including travel trailer, motor home, tent trailer, truck camper and van) far more than any other type of camping equipment.

Older campers indicated that the most *important* facilities for use were cleanliness of washrooms and condition of campsite. Older campers indicated that the most improvement needed within Ontario Provincial Parks (based on importance and performance evaluations) is for cleanliness of washrooms, and availability of showers. Older campers rated the most *essential* facilities and services to be shower facilities and interpretive programs. Clearly shower facilities are a main concern of older campers.

The most important additions to the experience of the older camper are the enjoyment of nature and being able to reduce tensions. Meaning, that parks need to maintain a high level of environmental quality in order to allow for enjoyment of nature within the parks. Older campers prefer to participate in non-guided trail hiking and viewing/photographing nature.

The most common education levels (as classified by the survey question) of older campers are *High School*, and *some College or University*. However, there are many who have attained a university education. Older campers are most likely to work as professionals or to be retired. They are also most likely to have an income between \$40,000 and \$79,999. Some many earn more than \$80,000 a year. Older campers spend more than younger campers, and especially for transportation. Older campers spend 58% more money per person than do younger campers. Clearly, older campers are a lucrative group that can be important contributors to the local economy around parks.

The older camper tends to be more specific in their preferences, likes, and dislikes in relation to parks camping, than younger campers. However, older campers are also more likely to give parks higher performance ratings on the factors that they deem to be important. This tendency can be advantageous, in that once older campers receive the

quality of the facilities, services they will be more easily kept as campers, than are younger campers. According to Canadian population projections up to the year 2016, there will be a rapid growth of the age group between 45 and 64 (10). This trend is based on the aging of the baby boomer population. If Ontario Parks are able to initially attract these older campers to their parks, then they may be able to maintain some stability in the older camping market for some time.

There is a specific market of older campers that has been outlined throughout this paper. Ontario Parks needs to further develop this visitor base; it is a lucrative market. The key to continually attracting older campers, as with other age groups, is to ensure that they have an enjoyable experience while visiting the parks. A large number of older campers base their reasoning for visiting a particular park on personal experience (6). Ontario Parks now (with the business plan created in 1996, that allows parks to benefit financially by attracting more visitors) (5), has the direction necessary to maintain a well-preserved natural environment. It is the high quality of nature that will better serve visitors attracted to nature-based tourism. Older campers are more likely to partake in outdoor activities that require a well-protected natural environment (i.e., viewing/photographing nature). These older campers have specific facility and service needs that must be fulfilled. Over the long term, older campers can provide Ontario Parks with a stable and beneficial market of visitors.

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