

Public Abstract

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Title: Satisfaction Across a Multi-day Outdoor Recreation Event

While a number of studies have addressed satisfaction within recreation, only a few researchers have studied satisfaction across a multi-day outdoor recreation event. The purpose of this study was to determine significant relationship between overall satisfaction with the day's experience and overall event satisfaction. In addition, the study determined demographic characteristics of Katy Trail Ride 2005 participants and measured participant satisfaction with specific site attributes over the course of a multi-day outdoor recreation event. The survey method was used to collect data on-site from June 20 through June 24, 2005.

Data were analyzed with the Statistical Package for the Social Sciences 12.0.1 (SPSS). Pearson  $r$  was computed to determine significant relationship between site attributes and overall satisfaction on a daily basis. Inferential statistics were used to determine; if satisfaction differed within demographic profiles (Kruskal-Wallis), significant difference of attributes throughout the week (ANOVA), and significant differences between overall satisfaction with the day's experience and overall event satisfaction (chi square test of independence).

Results indicated a spike in participant satisfaction upon completion of the multi-day event. Attributes correlating significantly with overall day satisfaction were facility cleanliness, facility maintenance, SAG service, current and accurate information, safety and security information, and natural and historical information.

Results from this study provide information about managerial relevant concepts allowing recreation agencies to more efficiently facilitate programs and services within outdoor recreation settings.