

SATISFACTION ACROSS A MULTI-DAY OUTDOOR RECREATION EVENT

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ABSTRACT

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.

Pearson r was used to determine significant relationship between site attributes and overall satisfaction on a daily basis. Additional statistics were computed 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.