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IS RECREATION WORTH THE WAIT? AN EXPLORATION OF WAIT TIME, SATISFACTION, AND LOYALTY IN RECREATIONAL EXPERIENCES

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IS RECREATION WORTH THE WAIT? AN EXPLORATION OF WAIT TIME, SATISFACTION, AND LOYALTY IN RECREATIONAL EXPERIENCES

By Hannah Lee Mueller

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ABSTRACT

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People wait in line for roller coasters, to get into concerts, and for the ski lift. While the intentions of recreational activities are to be enjoyable, waiting episodes become major threats to satisfaction. The purpose of this study was to explore the link between (a) wait time and satisfaction and (b) satisfaction and loyalty in recreational experiences. Data included surveys from 151 anglers who visited a fishing float located on the Mississippi River near La Crosse, WI from July through October 2017.

Results suggested that waiting pastimes were linked to various measures of satisfaction. Actual or perceived wait time did not appear to have a significant relationship with satisfaction. Satisfaction with services and recreational experience produced significant correlations with loyalty measures. Finally, overall satisfaction was significantly correlated with all loyalty measures used in this study.

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INTRODUCTION

Americans work 19 percent more hours than their European counterparts (Bick, Brüggemann, & Fuchs-Schundeln, 2016). Katz, Larson, and Larson (1991) suggested that Americans are working more hours than ever and with leisure time decreasing, the value of their free time has greater importance. It is estimated that a single American spends nearly five days waiting each year; the majority of this time is spent waiting in line (Stone, 2012). In recreation and tourism, people wait in line for things such as transportation, roller coasters, and to experience popular attractions. Research suggests perception of wait time [at the checkout] correlates with perception of overall shopping experience (van Riel, Semeijn, Ribbink, & Bomert-Peters, 2012). Despite this, research is limited on waiting and satisfaction in the field of recreation.

According to the Expectations Confirmations Theory (ECT), whether or not an individual has satisfaction with a service is contingent upon their expectations and the perceived performance of the service itself (Oliver, 1977). In the service industry, this gap between expectations and the perceived performance can be measured using the SERVQUAL model. The SERVQUAL model organizes performance measures into five specific categories: (a) responsiveness, (b) assurance, (c) tangibles, (d) empathy, and (e) reliability (RATER) (Parasuraman, Zeithaml, & Berry, 1988). While this is a widely used theory in the service industry, there has been limited applications in the field of recreation.

When one experiences a service, the perception of the performance is twofold. Zeithaml, Berry, and Parasuraman (1988) have differentiated perceptions of performance into extrinsic (how the product is made, quality of the product or service) and intrinsic (how you feel about the product or service) properties. When discussing tourism, satisfaction with recreational experiences has been linked to psychological outcomes such as other participants being bothersome or trustworthy staff (Crompton, MacKay, & Fesenmaier, 1991). Burns, Graefe, and Absher (2003) have suggested that recreational experiences have their own unique intrinsic properties, which contribute to satisfaction.

Research shows that the perception of wait time is crucial when predicting overall satisfaction (Thompson, Yarnold, Williams, & Adams, 1996). However, there is limited research on how waiting affects the overall experience in recreation. Research conducted at Disney showed that perceptions of waiting episodes were linked to satisfaction with the recreational experience (Dawes & Rowley, 1996). Furthermore, place attachment provided a mediating role between satisfying recreational experiences (e.g. agreeing that it was the right decision to visit) and destination loyalty (e.g. destination preference) (Lee, Kyle, & Scott, 2012). Satisfying recreational experiences increase loyalty, thus increase revenue for the provider (Walsh, Green, & Cottingham, 2017).

The purpose of this study is to explore the relationship between (a) wait time and satisfaction and (b) satisfaction and loyalty in recreational experiences. The researcher used a quantitative methodology. Data were collected using a survey instrument. Based on previous literature, the researcher hypothesizes (a) a relationship between waiting characteristics and satisfaction with the recreational experience and (b) a relationship connecting satisfaction reported with the recreational experience and loyalty.

LITERATURE REVIEW

A major objective for agencies that provide recreation is for the consumer to perceive their experience as positive or satisfying (Tian-Cole, Crompton, & Willson, 2002). In the service industry, many researchers have explored what constitutes [consumer] satisfaction with the consensus being that satisfaction is some combination of expectations and the experience itself (Zeithaml et al., 1993). Satisfaction is important for consumers, but also crucial for the providers as it is an indicator of future customer behaviors such as repurchase or return (Hauser, Simester, & Wernerfelt, 1994).

Satisfaction Theories and Behavioral Intentions

The main theories explaining satisfaction indicate satisfaction emerges over time. Research supports three distinct stages where measurable outcomes and attributes are obtainable: (a) pre-experience, (b) experience, and (c) post-experience stages (Bateson, 1992; Parasuraman et al., 1988; Tian-Cole et al., 2002). Research suggests that all three of these stages influence behavioral intentions (e.g. returning and spending more money). Furthermore, the Service-Profit Chain (SPC) directly links customer satisfaction and customer loyalty to profit and growth (Heskett, Jones, Loveman, Sasser, & Schlesinger, 1994).

Pre-Experience

Before an experience (pre-experience), a consumer has expectations. Bateson (1992) summarized that expectations can come from a number of different sources including previous experiences, forms of communication, and during the experience

itself. Expectations can also be formed by word of mouth, web searches, commercials, and travel brochures. In tourism, it is important for the consumer to have pre-trip information because expectations can drive a gratifying experience, return visits, and satisfaction (Frías-Jamilena, Del Barrio-García, & López-Moreno, 2013).

The Expectations Confirmation Theory (ECT), sometimes called Expectations Disconfirmation Theory, explained satisfaction as dependent on expectations and on the perceived performance of a service (Oliver, 1977). According to this theory, a person will report satisfaction if the perceived performance matches or exceeds the expectations of the performance or experience (Bateson, 1992). In a study on satisfaction of nautical tourists, Znidar (2010) found the most important components to initial consumer expectations were promises, past experiences, and word of mouth (opinions communicated person to person).

Expectations and how they are formed differ between first time and repeat consumers, which have surprising suggestions for providers (Frías-Jamilena et al., 2013). Frías-Jamilena et al. (2013) found that first time visitors were significantly more positively influenced [than repeat] by mass media advertising sources. First time visitors were significantly negatively influenced by news items in the media, online sources, friends, and word of mouth opinions when compared to repeat visitors. This suggested that among first time visitors, mass media advertising, online sources, friends, and word of mouth opinions produced expectations that were greater than the satisfaction they derived from the actual experience.

Experience

According to the ECT, the perceived performance (experience) aspect combines with expectations, mentioned above, to explain satisfaction. Experiences can be perceived as positive or negative depending on many factors. Models exist to illustrate the various dimensions that providers have control over during the experience (e.g. RATER) (Parasuraman et al., 1988).

Post-Experience

After an experience, perceptions are formed based on expectations and the perceived performance (Oliver, 1977). This is a time for the individual to review the experience and form conclusions on whether or not they experienced satisfaction. Assuming that satisfaction is also a determinant of behavioral intentions, this can be a substantial consequence for the provider (Tian-Cole et al., 2002).

A widely used evaluation in the service industry that measures satisfaction is SERVQUAL. This evaluation measures reliability, assurance, tangibles, empathy, and responsiveness (acronym RATER) based on the experience (Parasuraman, Berry, & Zeithaml, 1991). Bitner (1992) also discussed tangibles, or the appearance of all physical attributes related to service as “servicescapes” (manmade and physical surroundings). Servicescapes contributed to both consumer and employee experiences, which linked to satisfaction. This research concluded that things we feel, smell, and see affect satisfaction with an experience (Bitner, 1992).

Satisfaction and Waiting Time

Waiting has been studied in the food service industry, retail, passenger services, call center setting, and perhaps most obviously, in waiting rooms located in clinical

settings (McGuire, Kimes, Lynn, Pullman, & Lloyd, 2010). Models exist in the service industry to illustrate the many variables that influence satisfaction (ECT, RATER/SERVQUAL). Agencies in the service industry (e.g. restaurants) apply ECT frequently using the SERVQUAL model to evaluate satisfaction. Waiting can be reported in two ways: (a) subjective or perceived wait time, and, (b) objective or actual wait time. Crompton and Duray (1985) suggested satisfaction is measured in the gap between how important the service is, and how the service is performed.

Conversely, management of operations or management of perceptions can assist in controlling waiting; how a service is operated influences customer's perceptions of the service (Katz et al., 1991). Van Riel et al. (2012) found that a negative emotional response to waiting in line at the checkout decreased satisfaction with the shopping experience. The results of a patient satisfaction survey showed that waiting without being given medical details was the worst part of the surgery experience (Lane, Hamilton, Macdonald, Ellis, & Howie, 2016).

Research also linked waiting with boredom and anxiety (Robert, 2012; McGuire et al., 2010). When people wait, they perceive the world around them while also forming opinions about the service they have received, are receiving, or about to receive. During this time, customers can report feelings such as boredom, anxiety, anger, and uncertainty. Waiting time [satisfaction] directly effects evaluation of services (Feng, Wu, Sun, & Li, 2016). In a radiation therapy study, results indicated that anxiety was reduced when the waiting time was reduced (Roberts, 2012). In addition, boredom decreased when a customer had something to do during the wait at restaurants. This resulted in a positive wait experience (McGuire et al., 2010).

Dawes and Rowley (1996) suggested two main reasons waiting is an important factor in recreational experiences. First, waiting is normally the first experience that a consumer has with the provider and second, if the consumer has nothing to do during this time, it becomes a memorable part of the experience. The latter is supported by the first two premises of Haynes (1990) seven principles in waiting: (a) empty minutes are long minutes, (b) in-process minutes are shorter, (c) unknown waits are longer, (d) waits for valued outcomes seem shorter, (e) fair waits seem shorter, (f) over-promise stretches reasonable waits, and (g) observable time-saving actions can make waits seem shorter.

Management of Operations

Bateson (1992) suggested that a person's behavior is shaped by their internal state which is largely influenced by physical characteristics of the environment. Satisfaction decreased as wait time estimations increased at a call center; satisfaction with the call center and music playing had a negative correlation (Whiting & Donthu, 2009). According to Carmon and Kahnemann (1996), people are more likely to choose a longer, faster moving line over a shorter slower moving line, despite both waits being equal in real time. By snaking (winding or zigzagging) lines, management can also make a physical barrier to engulf waiters. This makes it difficult for consumers to conveniently "renegade" or leave the line without experiencing the service. If the wait ends in renegade, the consumer looks back with distaste (Carmon & Kahnemann, 1996).

The role of staff in the management of operations has shown to be influential in satisfaction with wait time. A study on moviegoers found that idle staff in an unanticipated line created a less positive evaluation of the experience (Colenutt &

McCarville, 2000). Cancer patients reported similarly to the role of staff (Kallen, Terrell, Lewis-Patterson, & Hwang, 2012).

Management of Perceptions

When lines are snaked, consumers perceived waiting time is reduced (Dawes & Rowley, 1996) as they are [more] in-process (moving) which is perceived as a shorter wait (Haynes, 1990). According to a study done in an emergency department, a patient's perceived wait time was a better predictor of satisfaction (meeting or exceeding expectations of the visit) than the actual wait time (Thompson et al., 1996). Another emergency room study found that visual art depicting nature positively influenced the waiting experience by reducing restlessness, noise level, and people staring at other people (Nanda et al., 2012). A study on delayed airline passengers found that anger felt decreased [perceived] punctuality of the airline, and in turn, negatively affected overall service evaluations (Taylor, 1994). In addition, how passengers filled their time during the delay influenced uncertainty and anger.

Research on waiting discusses how the criticality of time plays a major role in suggesting reasonable waits. People wait longer [at a bank] during lunchtime or on payday (Katz et al., 1991). Furthermore, people are willing to wait longer in fast food lines when their time is of less importance, such as on weekends (Davis & Vollmann, 1990). Studies show that when time is of less value to the consumer, on weekends, waiting is perceived more positively.

Customers who cited longer "reasonable waits" tended to be more satisfied than those with shorter "reasonable waits" (Katz et al., 1991). Feng et al. (2016) suggested that 7.87 minutes marked the turning point from satisfaction to dissatisfaction for bus

passengers. Notably, longer waits were also more resilient to passenger's mood compared to shorter waits. That is, passenger mood has greater vulnerability during shorter waits than with longer waits.

Recreation Management

In recreation, customer satisfaction is essential for suggesting future attitudes and customer behavior (Dawes & Rowley, 1996). There is limited research that provides insight to potential contributing factors in recreation despite comparable expectations and experiences. Crompton et al. (1991) suggested threats to satisfaction during recreation including cost, social group inadequacies, failure to be in an accepting state of mind, faults in the weather, and lack in physical ability.

Research shows the perception of time during waiting and during recreational experiences act in opposite ways. When waiting in lines, research shows that people will overestimate the actual time spent by an average of 36% (Stone, 2012). This has been referred to as time stretching and time dragging. A study on surgical patients found that the perception of "time dragging" was better understood by constructs like suffering, meaningfulness, and agency (Carr, Teucher, & Casson, 2014). In other words, the state of mind was a better indicator of how individuals perceived the lived time during a waiting experience.

There is also research that supports *time flying*, a characteristic of *flow*, which can occur during recreational activities. While it is clear that during these times we feel as if we have lost track of time, there is little evidence that shows if this is really the case. A study of video gamers found that 99% of them reported that they had experienced *time*

loss, yet there was no data to support if this was actually the case (Wood, Griffiths, & Parke, 2007).

Since the 1980s, extensive research has been completed regarding flow, yet limited research has been conducted on the notion of *microflow*. While microflow shares the same nine characteristics of flow, the notable characteristic is the loss of time element. Csikszentmihalyi and Csikszentmihalyi (1988) describe optimal experience occurring when things make sense, one's consciousness is in harmony, and in turn results in an intrinsically rewarding experience. Davis (2010) linked the term microflow (Csikszentmihalyi & Csikszentmihalyi, 1975) to research he conducted regarding positive waiting experiences in a New York train station. Microflow is a subset of flow and can be achieved when activities are used to avoid boredom during a wait that is of limited time. This means an individual could enter microflow while doodling, playing on one's phone, doing a crossword puzzle, or being distracted by Mickey Mouse while waiting in line.

Recreational Experiences and Satisfaction

In recreation, we call our perception of performance a *recreational experience* which Brown (1988) described as "realizations of intrinsic outcomes from engaging in recreation activities" (p. 412). A study found that recreational experiences in parks and gardens were best characterized by feelings of stress relief, a good experience with nature, and refreshing [quality] (Fadamiro & Adedeji, 2014).

Oftedal, Kang, and Schneider (2015) used recreational experiences to describe how men and women reviewed their time using trails for hiking or skiing in Minnesota. This study found that while these recreational experiences had positive intentions,

conflicts were reported. These included other people being out of control, others passing too closely, and reactions to others passing by too quickly (Oftedal et al., 2015).

Crompton et al. (1991) discovered that out of the five dimensions of SERVQUAL, empathy was not relevant in the evaluation of recreational services. Later, research was conducted on the domains of satisfaction in recreational experiences by comparing the importance of the item (expectation) to the satisfaction with the item (experience) (Burns et al., 2003). Burns et al. (2003) concluded that four domains were better indicators of satisfaction during recreational experiences: (a) experience, (b) facilities, (c) information, and (d) services.

Burns et al. (2003) determined the following about each domain when exploring satisfaction with recreational experiences. Satisfaction with the recreational experience itself was best described by personal feelings about other people such as crowding, interference, and conflict from other visitors. Satisfaction with facilities included an array of topics from accessibility to appearance and value. The information construct was measured by items such as safety, accuracy, historical significance, and ease as to which it was obtained. Finally, satisfaction with services explored the availability, visibility, and adequacy of staff.

Although waiting has primarily resulted in negative outcomes, Giebelhausen, Robinson, and Cronin (2011) found that waiting can act in a positive way. In their study, when people were given popcorn and provided a picture of others waiting in line for popcorn, they reported significantly higher satisfaction with the popcorn compared to the group who ate popcorn and saw a picture with no line.

Waiting occurs before, during, and after purchases (Taylor, 1994). In recreation and tourism people wait for experiences in similar ways. Agencies in the tourism industry cannot control flight delays, traffic jams, or lines to a desired service, it is important to better understand how waiting effects satisfaction with an experience. While it is unsure if waiting affects satisfaction with leisure on a global level (e.g. delayed flight affects satisfaction of vacation), there is ample research to suggest how waiting directly effects evaluations of corresponding service (e.g. delayed flight affects satisfaction with airline). Research shows that when a wait ends positively people tend to look back at the experience with favor (Carmon & Kahnemann, 1996).

At Disneyland, waiting in line is a significant part of the recreation experience, as some attractions require you to wait for up to two hours (Dawes & Rowley, 1996). Despite this, Disney boasts that 70% of visitors to theme parks are repeat guests (Allerton, 1997). Moreover, while lines get longer each year, satisfaction measured by exit polls continue to increase (Katz et al., 1991).

Satisfaction and Loyalty

There is certainly a connection with waiting and satisfaction, but more evident is the connection between satisfaction and loyalty. Research in the field indicates satisfaction is the chief determinate for predicting loyalty (Lee & Hsu, 2013). That is, if a person has satisfaction with a recreational experience it is likely they will also report loyalty.

Oliver (1993) posited that loyalty to a service was best characterized by strong intentions to revisit with an emphasis on the notion of spending more money; a crucial metric for the provider. However, loyalty is not just about spending money. In fact,

Parasuraman, Zeithaml, and Malhotra (2005) suggested five behavioral intentions that best define loyalty: (a) positive word of mouth, (b) recommend to others, (c) encourage others to use, (d) first choice in the future, and (e) do more business in the future.

Research suggests that loyalty is mediated by many factors. Gregory, Severt, and Hahm (2016) suggested that overall satisfaction with a luxury property had a direct influence on loyalty; however, they found that perceived value better explained loyalty. Sport video gamers cited that skill and hedonic attitude contributed with satisfaction to explain loyalty (Kwak, McDaniel, & Kim, 2012).

In recreation, loyalty has been organized into two categories; attitudinal loyalty (place attachment) and destination loyalty (Lee et al., 2012). Destination loyalty contains constructs aforementioned such as word of mouth, revisit intentions, and destination preference. However, attitudinal loyalty places an emphasis on emotional constructs such as place identity, social bonding, and place dependence. Lee et al. (2012) found, that among festivalgoers, satisfaction was a statistically significant predictor of place dependence. Furthermore, place dependence was a statistically significant predictor of revisit intentions, thus, linking satisfaction to loyalty.

METHOD

The intent of this research was to better understand the relationship between: (a) wait time and satisfaction and (b) satisfaction and loyalty in recreational experiences. A quantitative methodology was used to collect data from visitors using a survey design. Quantitative data provided a description of trends, attitudes, and opinions about the sample population (Creswell, 2009). Data were collected during the weekdays and weekends of four summer months in 2017.

Location

The study was conducted at a recreational agency called The Best Dam Fishing Float (BDFF) which is located on the Mississippi River just south of Lock and Dam #7 in La Crosse, WI. The BDFF is a 220 foot dock that is 16 feet wide and arranged in a "T" shape. At the entrance is a cedar building where visitors buy fishing provisions and food. The building also provides a place to relax and look at the many trophies on the wall. Efforts have been made to make the float friendly for children and those with disabilities. These include accessible restrooms, ramps, and safe railing heights.

A pontoon shuttles visitors from a boat landing in Minnesota across roughly 1,000 feet of the Mississippi River to the BDFF in Wisconsin. Visitors park their vehicles in a parking lot near the landing and walk to the shoreline where they lower an orange signal board. Employees on the BDFF can see this orange signal board. This indicates that visitors are ready to be picked up to go to the BDFF. When visitors want to leave the float they congregate near the building until enough people warrant a return trip. In

addition, the pontoon makes trips every hour. Currently an adult pays $20 for a day on the BDFF. Lower fees apply to children and nonanglers.

Pilot Study

A pilot study was conducted in July 2017 to determine relevant lines of questioning and establish a concise and effective design plan. The researcher addressed construct validity and design plan. Construct validity of the survey was evaluated to ensure agreement in interpretation. Feedback from the pilot study resulted in additional anchors to questions of satisfaction and loyalty included in the main study. The pilot study established themes relating to recreational activities (e.g. socializing, meeting new people, watching wildlife) and activities during wait time (pastimes) (e.g. talking, fishing, enjoying nature). The listed themes enabled visitors to circle rather than write in their responses.

A major concern during the pilot study was for the researcher to establish a clear and consistent measurement of actual wait time (AWT1). The researcher used interviews to better understand visitors' perception of wait time. Minutes and seconds were recorded in the main study to accurately reflect the relatively short wait time. AWT1 was established from these measurements and used in the main study.

Participants

The sample population were visitors who arrived to the boat landing and initiated the wait by lowering an orange signal board. At this time, the researcher started the stopwatch and used binoculars to identify the visitor(s). The researcher assigned a number to each visitor and recorded if the visitor was part of a group. The stopwatch was stopped when the visitor stepped on the pontoon shuttle. Thus, AWT1 for this study was

the time that passed between the visitor lowering the orange signal board indicating they were ready to be picked up to the point the visitor stepped on the pontoon shuttle.

As visitors waited to leave the BDFF they were asked to complete a numbered survey that corresponded to AWT1 data previously recorded by the researcher. To increase sample size, groups were also asked to complete a survey and assigned the same AWT1 as the selected visitor in their group.

Data Collection

A survey was used as the instrument to collect data on perceived wait time, satisfaction, and loyalty. Descriptive data included age, gender, how visitors filled their time while waiting (pastimes), how many times they had visited the BDFF, and approximately how many fish they caught. Surveys were collected a total of 31 days over the months of July, August, September, and October, 2017. Data were collected on Fridays, Saturdays, Sundays, and Mondays of alternating weeks.

Wait Time

Wait time data were collected from observations (AWT1) and using the instrument. Visitors were asked three questions on the survey regarding wait time: (a) their perceived wait time (PWT1 and PWT2) for the pontoon shuttle (b) what pastime(s) they engaged in while waiting and (c) their wait time satisfaction (WTS1 and WTS2). First, visitors reported their perceived wait times [in minutes] for two waits. PWT1 reflected visitor's perceived wait time at the boat landing in Minnesota prior to going to the BDFF in Wisconsin. PWT2 reflected visitor's perceived wait time on the BDFF to return to the boat landing in Minnesota. Next, visitors were asked to circle what pastime(s) they engaged in while waiting for the pontoon shuttle. Pastimes included

talking with others, fishing, enjoying scenery, standing around, and helping others. Finally, visitors reported their satisfaction with their two waits (WTS1 and WTS2). WTS1 referred to their wait time satisfaction at the boat landing in Minnesota before going to the BDFF. WTS2 referred to their wait time satisfaction as they left the BDFF to return to Minnesota. WTS1 and WTS2 were reported on a 5-point Likert Scale with five anchors ranging from very dissatisfied to very satisfied (adapted from Feng et al., 2016).

Satisfaction

The satisfaction portion of the survey contained 20 questions in five categories. Answers were chosen from a 5-point Likert Scale where 1 = not at all satisfied and 5 = extremely satisfied (adapted from Burns et al., 2003). Five categories were addressed: (a) satisfaction with facilities, (b) satisfaction with services, (c) satisfaction with information, (d) satisfaction with recreation experience, and (e) overall satisfaction with the BDFF.

Loyalty

Loyalty was measured by five questions which were adapted from Parasuraman et al., (2005): (a) speak positively about the BDFF, (b) recommend the BDFF, (c) encourage others to use the BDFF, (d) select the BDFF as first choice for future fishing, and (e) patronize the BDFF in the future. Answers to these questions were chosen from a 5-point Likert Scale, with five anchors, where 1=very unlikely and 5=very likely.

Data Analyses

Two questions guided data analyses: (a) what is the relationship between wait time and satisfaction and (b) what is the relationship between satisfaction and loyalty. Specifically, wait time measures of PWT1, PWT2, AWT1, WTS1, WTS2, pastimes, and

satisfaction with the wait were analyzed alongside the 20 satisfaction measures. The 20 satisfaction measures were then analyzed with the five loyalty measures.

Statistical analyses including descriptive statistics, t-tests, and Pearson Correlation Coefficients were calculated to compare constructs and themes that emerged from this data to existing theories using SPSS 25. Pearson Correlation Coefficient was used to compare wait time to satisfaction and satisfaction to loyalty measures. T-tests were used to compare pastimes to satisfaction. Levels of significance were reported at $p < .05$.

RESULTS

A total of 154 visitors were asked to complete the survey, two visitors refused, and one survey was eliminated due to illegibility (98% response rate). This resulted in 151 usable responses for analysis. The majority of visitors identified as male (78%) with 21% identifying as female, and 1% identifying as other. Individuals 18-85 years old participated in the study with an average age of 48 years (*SD* = 15.67). Respondents visited on average 5.28 (*SD* = 11.91) times over the past year. For these individuals, 50% were first time visitors.

Over half of those surveyed reported that enjoying nature (58%) and socializing with friends and family (54%) were part of their recreation experience while on the BDFF. Just under half of visitors reported meeting new people (49%) characterized their recreation experience, while 39% reported watching wildlife during their experience. Only 17% reported that they came to the BDFF just to fish. Recreation experiences also differed by gender (see Table 1).

Table 1.

Engagement in Recreation Activities by Gender

	Just Fishing	Socializing	Meeting People	Watching Wildlife	Enjoying Nature
Female	3%	69%	49%	34%	72%
Male	18%	49%	50%	39%	54%

On average, visitors reported their perceived wait time to be picked up from Minnesota to go to the BDFF at 7 minutes and 52 seconds while the actual wait time was 8 minutes and 27 seconds. Visitors reported WTS1 and WTS2 (on a 5-point Likert Scale ranging from very dissatisfied to very satisfied) at 4.64 and 4.61 respectively. See Table 2 for additional wait time descriptive statistics.

Table 2

Wait Time Descriptive Statistics

	n	*M*	*SD*
PWT1	145	472.37 (7 minutes 52 seconds	356.78 (5 minutes 56 seconds)
WTS1	147	4.64	.62
AWT1	114	507.93 (8 minutes 27 seconds)	253.97 (4 minutes 13 seconds)
PWT2	141	437.23 (7 minutes 17 seconds)	371.26 (6 minutes 11 seconds)
WTS2	147	4.61	.61

Note: PWT and AWT reported in seconds, WTS reported on a 5 point Likert Scale

Visitors to the BDFF reported the highest satisfaction with services such as courteous and friendly staff (M = 4.92, SD = .29), the availability of staff to answer questions (M = 4.90, SD = .34), and visibility of staff (M = 4.90, SD = .34). Visitors reported the lowest satisfaction with adequate visitor assistance patrols (M = 4.47, SD = .88) and historical information about the area (M = 4.34, SD = .81). Satisfaction with the BDFF was high, ranging from 4.34 - 4.92 (see Table 3).

Table 3

Satisfaction Survey

Measures of Satisfaction	*n*	*M*	*SD*
Courteous and friendly staff	151	4.92	0.29
Availability of staff to answer questions	151	4.90	0.34
Visibility of staff	151	4.90	0.34
Appearance and maintenance of the area	150	4.88	0.36
Safety and security at the area	151	4.87	0.34
Overall, how satisfied were you with The Best Dam Fishing Float	151	4.85	0.38
Opportunity to offer suggestions to staff	138	4.78	0.54
Current and accurate information	146	4.73	0.53
Ease of obtaining information	146	4.71	0.55
Sufficient number of recreation areas	144	4.70	0.59
Accessibility for those with disabilities	99	4.70	0.69
General information about the area	138	4.62	0.58
Value for fee paid	151	4.62	0.62
Safety information	141	4.60	0.63
Places to recreate without conflict from other visitors	145	4.60	0.64
Compatibility of recreation activities at the area	143	4.57	0.61
Opportunity to recreate without interference from other visitors	149	4.54	0.66
Opportunity to recreate without feeling crowded	150	4.53	0.68
Adequate ranger/visitor assistance patrols	107	4.47	0.88
Nature/historical information about the area	131	4.34	0.81

Wait Time and Satisfaction

Actual wait times, perceived wait times, and wait time satisfaction measures were compared to satisfaction with the experience results. AWT1 and PWT2 did not significantly correlate with measures from the satisfaction survey; however, PWT1 did produce two significant negative correlations. This suggests that as visitors satisfaction with adequate visitor/ranger patrol increased, their perceived time (in minutes) to be picked up from the boat landing to go to the BDFF decreased (see Table 4).

Table 4

Time and Satisfaction

Satisfaction Measures	PWT1	AWT1	PWT2
Accessibility for those with disabilities	.006	.014	-.027
Sufficient number of recreation areas	-.016	-.085	-.134
Appearance and maintenance of the area	.056	-.065	-.025
Value for fee paid	.039	.007	-.063
Availability of staff to answer questions	.086	-.021	-.035
Visibility of staff	-.022	-.114	-.075
Safety and Security of the area	-.027	.036	-.059
Courteous and friendly staff	.025	.003	-.080
Opportunity to offer suggestions to staff	-.038	-.070	-.070
Adequate ranger/visitor patrol	**-.327***	.069	-.098
General information about the area	.025	-.031	-.161
Nature/historical information about the area	.023	.106	-.120
Safety information	.007	-.042	-.092
Ease of obtaining information	.055	.023	-.028
Current and accurate information	.056	.066	-.070
Opportunity to recreate without feeling crowded	**-.229***	-.103	-.090
Opportunity to recreate without interference from other visitors	-.124	-.120	-.078
Compatibility of recreation activities at the area	-.007	-.038	-.090
Places to recreate without conflict from other visitors	-.065	-.086	-.019
Overall, how satisfied were you with the Best Dam Fishing Float	-.076	-.062	-.057

*$p < .05$

WTS1 and WTS2 correlated more frequently with satisfaction measures related to facilities, services, information, and recreational experience. Visitors who were more satisfied with questions related to recreational experience were also more satisfied with their wait time leaving the BDFF (WTS2) See Table 5 for complete results.

Table 5

Wait Time Satisfaction

Satisfaction Measures	WTS1	WTS2
Accessibility for those with disabilities	.127	.131
Sufficient number of recreation areas	.052	.134
Appearance and maintenance of the area	-.046	-.005
Value for fee paid	.021	.113
Availability of staff to answer questions	.051	**.164***
Visibility of staff	.129	**.181***
Safety and Security of the area	.122	**.198***
Courteous and friendly staff	.040	.103
Opportunity to offer suggestions to staff	**.216***	**.181***
Adequate ranger/visitor patrol	**.205***	.150
General information about the area	.073	.099
Nature/historical information about the area	.063	.169
Safety information	.149	**.216***
Ease of obtaining information	.104	.139
Current and accurate information	.074	.139
Opportunity to recreate without feeling crowded	**.171***	**.346***
Opportunity to recreate without interference from other visitors	.161	**.343***
Compatibility of recreation activities at the area	.142	**.317***
Places to recreate without conflict from other visitors	.153	**.270***
Overall, how satisfied were you with the Best Dam Fishing Float	**.281***	**.260***

*$p < .05$

Visitors reported pastimes to waiting such as talking with others (63%), enjoying scenery (43%), fishing (38%), standing around (19%), and helping others (9%). How visitors waited produced significant findings with the satisfaction portion of the survey. For instance, visitors who enjoyed scenery while waiting reported greater satisfaction with value for fee paid, nature/historical information about the area, safety information, and the opportunity to recreate without interference from other visitors. See Table 6 for additional results.

Table 6

Pastimes and Satisfaction

	Talked with Others while Waiting							
	Yes			No				
Satisfaction with:	*n*	*M*	*SD*	*n*	*M*	*SD*	*t*	*p*
Accessibility for those with disabilities*	53	4.83	0.86	46	4.54	0.13	-2.01	.048
Nature/historical information about the area*	72	4.49	0.73	59	4.15	0.87	-2.39	.018
The Best Dam Fishing Float *	81	4.91	0.32	70	4.77	0.42	-2.29	.024
	Fished while Waiting							
	Yes			No				
Satisfaction with:	*n*	*M*	*SD*	*n*	*M*	*SD*	*t*	*p*
Appearance and maintenance of the area*	49	4.96	0.20	101	4.84	0.42	-2.33	.021
	Enjoyed Scenery while Waiting							
	Yes			No				
Satisfaction with:	*n*	*M*	*SD*	*n*	*M*	*SD*	*t*	*p*
Value for fee paid*	56	4.77	0.54	95	4.53	0.65	-2.46	.015
Nature/historical information about the area*	50	4.54	0.68	81	4.21	0.86	-2.44	.016
Safety information*	52	4.73	0.49	89	4.53	0.69	-2.03	.045
Opportunity to recreate without interference from other visitors*	55	4.67	0.58	94	4.46	0.70	-2.03	.045
	Stood Around while Waiting							
	Yes			No				
Satisfaction with:	*n*	*M*	*SD*	*n*	*M*	*SD*	*t*	*p*
Safety and Security of the area*	25	5.00	0.00	126	4.84	0.37	-4.86	<.001
Courteous and friendly staff*	25	5.00	0.00	126	4.90	0.32	-3.33	.001
	Helped Others while Waiting							
	Yes			No				
Satisfaction with:	*n*	*M*	*SD*	*n*	*M*	*SD*	*t*	*p*
Availability of staff to answer questions*	12	5.00	0.00	139	4.89	0.35	-3.59	<.001
Courteous and friendly staff*	12	5.00	0.00	139	4.91	0.31	-3.32	.001
Safety information*	12	5.00	0.00	129	4.57	0.65	-7.61	<.001
Ease of obtaining information*	12	5.00	0.00	134	4.69	0.57	-6.39	<.001
Current and accurate information*	12	4.92	0.29	134	4.71	0.55	-2.17	.043
Compatibility of recreation activities at the area*	12	4.83	0.39	131	4.54	0.62	-2.33	.032

* $p < .05$

Satisfaction and Loyalty

When comparing satisfaction items to loyalty measures, 37 relationships had correlations between $r = .3$ and $r = .5$. A total of nine relationships had correlations that exceeded $r = .5$. Visibility of staff was positively correlated to speaking positively ($r = .535$), recommending to others ($r = .507$), and encouraging others ($r = .639$). Overall satisfaction was significantly correlated to speaking positively ($r = .574$), recommending to others ($r = .597$), and encouraging others ($r = .632$). Safety and security satisfaction was positively correlated to speaking positively ($r = .535$) and encouraging others ($r = .546$). Finally, courteous and friendly staff was correlated to encouraging others ($r = .587$). This suggests that satisfaction with the BDFF is linked to loyalty to the BDFF (see Table 7).

Table 7

Satisfaction and Loyalty

Satisfaction Measures	Speak Positively	Recommend	Encourage Others	Select as First Choice	Patronize Again
Accessibility for those with disabilities	.237*	.181	.189	.144	.165
Sufficient number of recreation areas	.328*	.311*	.387*	.216*	.253*
Appearance and maintenance of the area	.298*	.180*	.257*	-.016	.095
Value for fee paid	.219*	.177*	.179*	.186	.227*
Availability of staff to answer questions	.341*	.324*	.458*	.172*	.235*
Visibility of staff	**.535***	**.507***	**.639***	.189*	.427*
Safety and Security of the area	**.535***	.452*	**.546***	.230*	.265*
Courteous and friendly staff	.447*	.424*	**.587***	.230*	.308*
Opportunity to offer suggestions to staff	.294*	.278*	.361*	.279*	.306*
Adequate ranger/visitor patrol	.313*	.354*	.349*	.432*	.199
General information about the area	.298*	.281*	.387*	.237*	.220*
Nature/historical information about the area	.355*	.356*	.430*	.300*	.143
Safety information	.219*	.279*	.311*	.247*	.213*
Ease of obtaining information	.206*	.232*	.312*	.223*	.198*
Current and accurate information	.171*	.123	.255*	.170*	.111
Opportunity to recreate without feeling crowded	.296*	.281*	.315*	.252*	.166
Opportunity to recreate without interference from other visitors	.378*	.359*	.378*	.273*	.213*
Compatibility of recreation activities at the area	.354*	.435*	.400*	.329*	.349*
Places to recreate without conflict from other visitors	.360*	.309*	.387*	.280*	.169
Overall, how satisfied were you with the Best Dam Fishing Float	**.574***	**.597***	**.632***	.302*	.428*

*Correlation is significant at the 0.05 level

DISCUSSION

The purpose of this study was to explore the relationship between: (a) wait time and satisfaction and (b) satisfaction and loyalty in recreational experiences. Results from this study confirms previous research showing connections between wait time characteristics and satisfaction with the experience (Whiting & Donthu, 2009). Results also support links between satisfaction and loyalty items, particularly those related to intentions to recommend.

Wait Time and Satisfaction

The first hypothesis examined the relationship between wait time and satisfaction. Wait time was compared to satisfaction measures in three dimensions. First, wait time related to physical time (both perceived and actual time) were compared to satisfaction results. No significant correlations were reported with the actual wait time to be picked up to go to the BDFF (AWT1) or the perceived wait time to leave the BDFF (PWT2). However, two satisfaction items were significantly correlated with perceived wait time to be picked up to go to the BDFF (PWT1). Since visitors were surveyed after the experience, this suggests that those who were satisfied with adequate ranger/visitor patrols (r = -.327) and the opportunity to recreate without feeling crowded (r = -.229) reflected back with lower perceived wait times to come to the BDFF.

Second, satisfaction with the wait time, both pre (WTS1) and post experience (WTS2), were compared to satisfaction with the experience. Out of the 40 relationships between wait time satisfaction and satisfaction with the experience, 14 were significantly

correlated. There were only four significant correlations between wait time satisfaction to go to the BDFF (WTS1) and satisfaction with the experience. The majority of these correlations were between WTS2 and satisfaction with the experience (10 out of 20). Again, since data were collected after the experience, this suggests that wait time satisfaction post-experience (WTS2), may be a continuation of the satisfaction with the actual experience. This is not only supported by the quantity of significant relationships (50%), but also the quality. All of the satisfaction items related to the recreational experience were significantly correlated to WTS2. These included the opportunity to recreate without feeling crowded (r = .346), the opportunity to recreate without interference from other visitors (r =.343), the compatibility of recreation activities at the area (r =.317), and places to recreate without conflict from other visitors (r =.270). Furthermore, both WTS1 and WTS2 were significantly correlated to overall satisfaction with the BDFF at r =.281 and r =.260 respectively. This is consistent with Feng et al. (2016) who found that wait time satisfaction directly influenced evaluations of service.

Third, what visitors did during their waits, or their pastimes, had connections to satisfaction. For instance, visitors who enjoyed scenery while waiting reported greater satisfaction with value for fee paid. This is consistent with Bitner (1992) who suggested that things we feel, smell, and see influence satisfaction of an experience, and Taylor (1994), who found that how passengers filled their wait during delays influenced service evaluations. One of the more notable connections in this study was with those who reported helping others during their wait. This group reported higher satisfaction with over a quarter of the items used in the satisfaction portion of the survey including availability of staff to answer questions, courteous and friendly staff, safety information,

ease of obtaining information, current and accurate information, and compatibility of recreation activities at the area.

Satisfaction and Loyalty

The second hypothesis explored the relationship between satisfaction and loyalty. This hypothesis was widely supported as 87% of relationships analyzed were significantly positively correlated at $p < .05$. The strongest correlation related to the visibility of staff and their likeliness to encourage others to use the float ($r = .639$). Moreover, a noticeable collection of correlations emerged when comparing satisfaction with services and likeliness for visitors to speak positively, recommend, and encourage others to use the float (see Table 7). This suggests that visitors were not only satisfied with services, but they think that others will perceive this as important and it is worth communicating. Finally, overall satisfaction was significantly correlated with all five loyalty measures. This is consistent with Gregory et al. (2016) who suggested that overall satisfaction with luxury property had a direct influence on loyalty.

Suggestions for Professionals

Results from this study have implications for professionals in an array of settings. For those who manage recreation and leisure, these settings might include those related to tourism, community, concerts, athletics, or outdoors. In recreation and leisure, people may have multiple waiting episodes throughout their experience where satisfaction can be influenced both positively and negatively. This is an important time to manage because of the link between satisfaction and customer loyalty (Lee & Hsu, 2011; Gregory, Severt, & Hahm, 2016; Dae Hee, McDaniel, & Ki Tak, 2012).

This study reflected the importance of structure during wait time and the connection to satisfaction. Those who engaged in different pastimes, whether helping others, enjoying scenery, talking, standing around, or fishing, reported increased satisfaction with different aspects of their experience. These conclusions are consistent with Crompton, MacKay, and Fesenmaier (1991) who suggested the importance of psychological outcomes for satisfying recreational experiences. Recreation professionals may want to suggest pastimes for their customers to engage in while waiting. These could include things like providing free Wi-Fi, the filling out of waivers, or interactive media. This engagement could be beneficial for both the consumer and the provider. As Haynes' (1990) suggested, empty minutes are long minutes and in-process minutes are shorter.

In this study, satisfaction with the opportunity to recreate without feeling crowded resulted in lower perceived wait time and higher satisfaction with WTS1 and WTS2. Adequate ranger/visitor assistance patrols had similar results with PWT1 and WTS1. Despite this, there was no significant correlation to actual wait time. This suggests that professionals should not be discouraged by the threat of long waits, rather focus on providing space for recreational opportunities and promote individualized attention to service during the experience.

Most of the research on waiting explores episodes prior to the experience; however, in recreation waiting happens after experiences as well. For instance, you might wait in line to exit a concert, sporting event, or national park. Due to the connection between satisfaction items related to recreational experience and WTS2, this study suggests that wait time might be an extension of the actual experience. We know from this study that satisfaction with the recreational experience was positively correlated to

satisfaction with the wait to leave the BDFF. During a waiting episode that occurs towards the end of an experience, the professional may want to focus on those who were dissatisfied. This could be an opportunity to intervene and expedite the wait, thus making the waiting episode more satisfying (and possibly a more satisfying experience). Not only could this influence satisfaction evaluations, but also demonstrates active management. This is supported by Colenutt and McCarville (2000) who found that idle staff in an unanticipated line created a less positive evaluation of the experience.

Results from this study indicated that increased visitor satisfaction often resulted in increased loyalty, especially when discussing the likeliness of encouraging others to visit the BDFF. On the contrary, increased visitor satisfaction did not show the same strength in the likeliness of visitors to select the BDFF as their first choice for future fishing or to patronize again. Possible explanations for this could be other competitors in the area, fees, wait time, or other constraints such as distance traveled. Professionals should remember that other factors influence return and revisit intentions, and satisfying experiences do not always warrant return. For instance, Parasuraman, Zeithaml, and Malhotra (2005) discuss five behavioral intentions related to loyalty, however only two of them are revisit intentions. It is imperative that professionals provide equal service to those who might not visit again because word of mouth advertising is cost effective and valuable for expanding markets for future business.

Limitations

These conclusions are based on a fraction of the entire population and generalizability poses a threat. Furthermore, these are results from a single location. Data collection was limited to Fridays, Saturdays, Sundays, and Mondays of alternating

weekends from July through October of 2017. This excludes a large part of the spring fishing season from March to July and midweek data from Tuesdays, Wednesdays, and Thursdays. Visitors experience longer waits in the spring as fishing tends to be better. Due to inconsistencies and visitors taking the survey, actual wait time leaving the BDFF could not be collected. In addition, it was communicated to visitors that the shuttle ran on the top of the hour which may have effected wait times. Finally, visitors to the BDFF were already rather satisfied with their experience. This produced high means in satisfaction measures and low standard deviations.

Future Research

Mean scores from the four satisfaction constructs: (a) facilities, (b) services, (c) information, and (d) recreation experience did not adequately predict overall satisfaction. This suggests that there are other factors which influence overall satisfaction. An explanation was sought for this with fish caught, however this was not substantiated for either first time or repeat visitors. Perhaps psychological outcomes play an important role in satisfaction as Crompton, MacKay, and Fesenmaier (1991) suggested or that recreational experiences have their own unique intrinsic properties which contribute to satisfaction (Burns, Graefe, & Absher, 2003). Future research might investigate what these individualized facets of an overall satisfying recreational experience might be.

Additionally, future research might explore leisure constraints. Having a better understanding of leisure constraints may help the provider remedy revisit intentions. For instance, in this situation, a constraint for visitors was distance to the BDFF. Since this information was communicated to the owner, connections were made and carpooling with other anglers was suggested, thus increasing visits.

Managing wait time is far from a waste of time. Professionals in recreation should monitor waiting experiences. This is a time when satisfaction with the experience can be influenced both positively and negatively. In addition to the professional being cognizant of opportunities for meaningful pastimes, they should also recognize their role in loyalty. The importance of service was apparent in this study. Visibility of staff, safety and security of the area, courteous and friendly staff, and overall satisfaction played a significant role in the likeliness of visitors returning, recommending, and encouraging others. The data from this study suggested that fishing was more than just baiting a hook and waiting for a bite. Visiting the BDFF was an experience encompassing services, social interactions, and recreational qualities.

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APPENDIX A

ETHICAL CONSIDERATIONS

Informed Consent

Title:	Is Recreation Worth the Wait? An exploration of wait time, satisfaction and loyalty
Principal Investigator:	Hannah Mueller University of Wisconsin-La Crosse Mueller.hann@uwlax.edu 1-715-432-1120

Purpose and Procedure

- The purpose of this study is to better understand the relationship between (a) wait time and satisfaction and (b) satisfaction and loyalty in recreational experiences.
- My participation will involve a survey that should take less than 10 minutes to fill out.

Potential Risks

- Risks are not anticipated for participants involved in this study; however, the investigator will be sensitive to each participant and take precautions to prevent risk.

Rights & Confidentiality

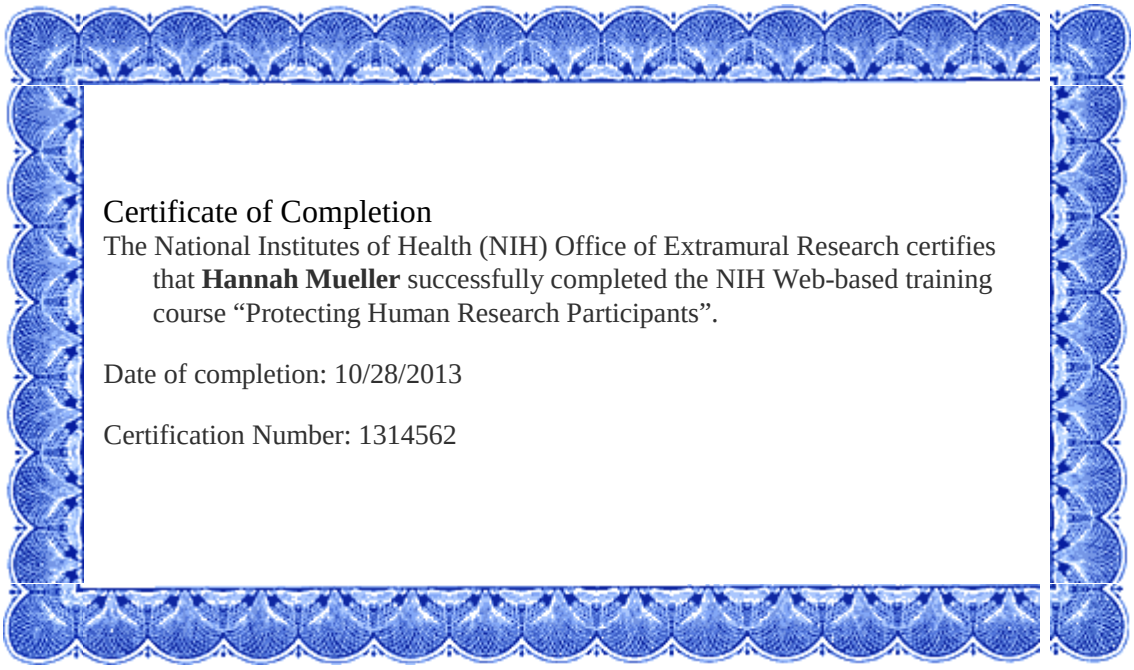
- My participation is voluntary. I can withdraw or refuse to answer any question without consequences at any time.
- I can withdraw from the study at any time for any reason without penalty.
- The results of this study may be published in scientific literature or presented at professional meetings using grouped data only.
- My data will not be linked with personally identifiable information.
- Data obtained for this study will be handled in a strictly confidential manner. The investigator accepts responsibility of assuring anonymity of the subjects.

Possible Benefits

- Anticipated benefits and knowledge include to better understand the relationship between wait time, satisfaction, and loyalty during recreational experiences. Results from this research will provide insight for professionals in the field of Recreation Management.

Questions regarding study procedures may be directed to Student Hannah Mueller (715-432-1120), the principal investigator. Questions regarding the protection of human subjects may be addressed UW-La Crosse Institutional Review Board for the Protection of Human Subjects, (608-785-8124 or irb@uwlax.edu).

Prior to research, permission was obtained from the University of Wisconsin La Crosse Institutional Review Board. Participants were notified of their ability to skip or discontinue any part of the instrument. Only those over 18 were solicited. Due to the limitations of the instrument and for validity purposes, only English speaking participants were included.



Certificate of Completion

The National Institutes of Health (NIH) Office of Extramural Research certifies that **Hannah Mueller** successfully completed the NIH Web-based training course "Protecting Human Research Participants".

Date of completion: 10/28/2013

Certification Number: 1314562

APPENDIX B

BDFF VISITOR SURVEY

The Best Dam Fishing Float Visitor Survey

1. Including this visit, how many times have you visited The Best Dam Fishing Float in the last 12 months?_____

2. How likely are you to return to The Best Dam Fishing Float? (circle one)

Very Unlikely *Somewhat Unlikely* *Unsure* *Somewhat Likely* *Very Likely*

3. Besides fishing, what recreational activities did you participate in while on The Best Dam Fishing Float? (circle)

None-Just Fishing *Socializing with Friends/Family* *Meeting New People*

Watching Wildlife *Enjoying Nature* *Other (please specify: _____)*

4. The following questions will address your satisfaction with facilities, services, information, and your recreation experience on The Best Dam Fishing Float. Please circle a number 1-5 for each question where 1=not at all satisfied and 5=extremely satisfied. If the question does not apply to you, please circle DA.

	1	2	3	4	5	DA
	Not at all Satisfied	**Somewhat Dissatisfied**	**Neither Satisfied nor Dissatisfied**	**Somewhat Satisfied**	**Extremely Satisfied**	**Doesn't Apply**
Facilities						
Accessibility for those with disabilities	1	2	3	4	5	DA
Sufficient number of recreation areas	1	2	3	4	5	DA
Appearance and maintenance of the area	1	2	3	4	5	DA
Value for fee paid	1	2	3	4	5	DA
Services						
Availability of staff to answer questions	1	2	3	4	5	DA
Visibility of staff	1	2	3	4	5	DA
Safety and security at the area	1	2	3	4	5	DA
Courteous and friendly staff	1	2	3	4	5	DA
Opportunity to offer suggestions to staff	1	2	3	4	5	DA
Adequate ranger/visitor assistance patrols	1	2	3	4	5	DA
Information						
General information about the area	1	2	3	4	5	DA
Nature/historical information about the area	1	2	3	4	5	DA
Safety information	1	2	3	4	5	DA
Ease of obtaining information	1	2	3	4	5	DA
Current and accurate information	1	2	3	4	5	DA
Recreation Experience						
Opportunity to recreate without feeling crowded	1	2	3	4	5	DA
Opportunity to recreate without interference from other visitors	1	2	3	4	5	DA
Compatibility of recreation activities at the area	1	2	3	4	5	DA
Places to recreate without conflict from other visitors	1	2	3	4	5	DA
Overall, how satisfied were you with The Best Dam Fishing Float	1	2	3	4	5	DA

Please complete the questions on the back of this page

Waiting Time

5. How would you report your satisfaction with the wait time for the pontoon shuttle as you were leaving the boat landing and going to The Best Dam Fishing Float? (circle one)

Very Dissatisfied *Dissatisfied* *No feeling* *Satisfied* *Very Satisfied*

6. In minutes, how long do you think you waited for the pontoon shuttle to take you to The Best Dam Fishing Float? _____

7. How would you report your wait time for the pontoon shuttle as you were leaving The Best Dam Fishing Float and going towards the boat landing? (circle one)

Very Dissatisfied *Dissatisfied* *No feeling* *Satisfied* *Very Satisfied*

8. In minutes, how long do you think you waited for the pontoon shuttle to leave The Best Dam Fishing Float?

_____ minute(s)

9. What did you do with your time while waiting for the pontoon shuttle? (circle all that apply)

Talked with Others *Fished* *Enjoyed Scenery* *Stood Around*

Helped Others *Something Else (please specify:* _____ *)*

10. Please rate how likely you are to:

	1 Very Unlikely	2 Unlikely	3 Not Sure	4 Likely	5 Very Likely
Speak positively about The Best Dam Fishing Float	1	2	3	4	5
Recommend The Best Dam Fishing Float to others	1	2	3	4	5
Encourage others to use The Best Dam Fishing Float	1	2	3	4	5
Select The Best Dam Fishing Float as my first choice for future fishing	1	2	3	4	5
Patronize The Best Dam Fishing Float in the future	1	2	3	4	5

11. Approximately how many fish did you catch today? _____

12. What is your age today? _____

13. What gender do you identify as? (circle one) *Female* *Male* *Transgender* *Other*

Thank you for taking this survey!

Please place surveys in the "fish pipe" located inside building