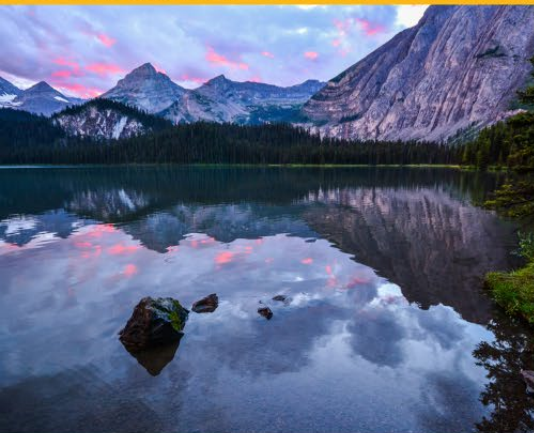




BC Parks

2023 BC Parks Visitor Satisfaction Survey

Provincial Summary



Executive summary

Project background

- The BC Parks Visitor Satisfaction Survey has been conducted annually since the mid-1980s.
- Visitor satisfaction refers to a visitor's mental-emotional evaluation of their experience of services, amenities, or other attributes provided by a destination.
- Annual visitor satisfaction surveys are used to gain a better understanding of park visitors' views, needs, and experiences in provincial parks. This helps BC Parks to serve visitors better.
- Survey data is used to assess performance, identify visitation trends, inform planning, and guide decision-making.

The 2023 Visitor Satisfaction Survey¹

- A full review of the visitor satisfaction survey program was conducted in early 2023.
- The survey questionnaire and survey approach were redesigned to encourage more visitors to participate and to ensure greater representation of all provincial parks and user types.
- Survey questions were developed to reflect industry standards in visitor satisfaction research, and to better serve the information needs of BC Parks and key stakeholders. Key questions were retained to allow comparability to historical survey data.
- The new Visitor Satisfaction Survey was launched for the 2023 summer season.

Survey administration

- The survey was hosted online and promoted through several mediums. These included social media, websites, tourism organizations, email invitations, and print media posted in-park.
- BC Parks visitors were invited to provide their feedback on their most recent park visit.
- Visitors could provide feedback on 251 BC Parks² across six regions. The parks represent a range of usages and experiences including frontcountry and backcountry camping, marine and boating activities, and day-use.
- Detailed survey methodology can be found in [Appendix A](#).

¹ Surveying efforts were suspended in 2020, because of the COVID-19 pandemic.

² The survey scope included 241 parks managed by third-party contractors (Park Operators), and 10 parks managed by BC Parks.

Who responded

- Visitor feedback was received for **226 BC Parks** (see [Appendix B](#) for a list of all parks with corresponding number of respondents).
- A total of **13,535 visitors** completed the survey across four user-groups:



More females (57.8%) responded to the survey than males (41.1%). The remaining 1.1% responded as non-binary or other.

- The majority of respondents were middle-aged (49.7%) or younger adults (31.1%). Less than one-fifth were seniors (19.1%). Very few youth under 18 years of age responded to the survey.
- Almost 85% of the respondents self-identified as “White/Caucasian”.
- The majority of respondents (87%) were from British Columbia. The other 13% resided in other parts of Canada, the USA, or international locations.
- Approximately three quarters of respondents were either frequent (40.4%) or routine (33.1%) visitors to BC Parks.
- Most respondents learned about the survey through the BC Parks survey invitation email.
- See the ‘Respondent characteristics’ section for a more detailed summary of who participated in the survey.

Accuracy of survey results

- The sampling error was within an acceptable level ($\pm 0.8\%$). The survey results are an accurate representation of BC Parks visitor feedback with the following caveats:
 - As with all voluntary survey methods, there is a risk of self-selection into a survey based on respondents’ interest in the subject matter.
 - Certain user groups are over-represented in the survey results based on the survey administration approach. Specifically, camping reservation holders who received an email about the survey were far more likely to participate than marine/boating or day-use visitors.
 - Responses from some parks or regions may be underrepresented because of uncontrollable events (for example, forest fires) that occurred across the province in 2023.

Noteworthy events in British Columbia in 2023

In 2023, a variety of events occurred in British Columbia that may have impacted BC Parks' visitor experiences. These include:

- Wildfires, which impacted much of the province, notably the Bush Creek East, McDougall Creek, and Crater Creek fires
- Dry conditions, which led to a campfire ban for most of the province in July 2023 (the fire ban was lifted in northern regions by mid-August 2023, but remained in place for the remainder of the province until late September 2023)
- Human and wildlife encounters, including bears and cougars
- Provincial state of emergency causing restricted travel
- Highway closures, such as Highway 4
- Poor air quality due to wildfires
- Severe drought conditions

Survey weights

Provincial-level data has been weighted to better reflect visitor volumes at each park. See [Appendix A](#) for more details.

Overall visitor satisfaction with BC Parks

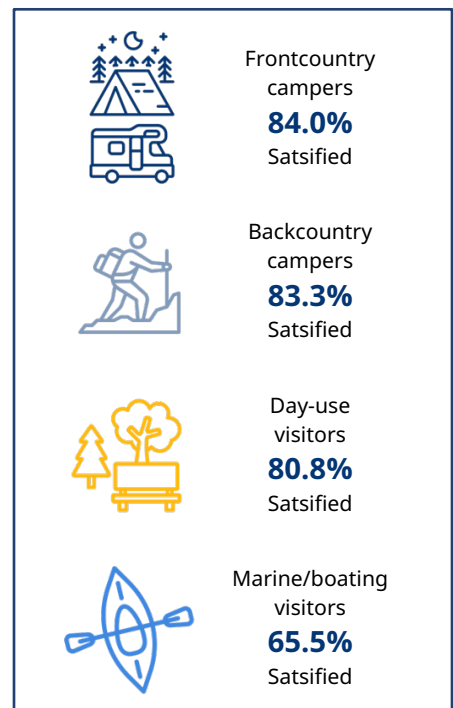
- Most visitors (82.8%) are satisfied or very satisfied with their BC Parks visit.
- Frontcountry and backcountry campers are the most satisfied user groups, while marine/boating visitors are the least satisfied user group. Satisfaction is relatively high across all regions of BC.

Visitor loyalty

- BC Park's Net Promoter Score is 47, suggesting that there are far more happy and loyal visitors than there are unhappy ones.

Satisfaction across the visitor journey

- Visitor satisfaction was examined at different points along the visitor journey.
- Visitor satisfaction tends to increase as individuals progress along the visitor journey.



- Specifically, satisfaction with pre-park administrative services is typically lower than scores achieved later in the visitor journey once visitors are enjoying in-park amenities and services.

Satisfaction with individual amenities and services

- Visitors were most satisfied with ease of access, their sense of security in the park, and the cleanliness of the park.
- Visitors were least satisfied with the ease of reserving a day-use pass, the BC Parks Call Center, and the information provided on the day-use pass reservation website.
- These findings further highlight that visitor satisfaction tends to be higher for in-park amenities, and lower across pre-park services.
- Frontcountry campers were typically more satisfied with individual amenities and services, while marine/boating visitors were typically the least satisfied.

BC Parks achieved a
NPS score of
47

Visitor high points:	
In-park amenities	<ul style="list-style-type: none"> Ease of access Security Cleanliness
Visitor low points:	
Pre-park services	<ul style="list-style-type: none"> Day-use pass reservations / website BC Parks Call Center

Improving overall satisfaction

- To increase overall visitor satisfaction, BC Parks could consider changes to the day-use pass website, availability of first come, first served campsites, and improving the accessibility of trails and pathways to support individuals with accessibility requirements.



Inclusion in BC Parks

- Most visitors felt BC Parks were inclusive, safe, and accessible spaces.
- Park staff, park cleanliness and maintenance, park accessibility, and safety were the top factors visitors cited when asked why they felt welcomed or not when visiting BC Parks.

Future investments

- Park visitors want to see future investments in more essential park amenities like flush toilets and showers, and accessible trails. They felt education programs were also important.
- Visitors indicated they were less interested in luxury amenities like food services and accommodation rentals.

What's next?

- BC Parks is committed to transparency and information sharing. As such, this report is public and available on bcparks.ca.
- BC Parks uses the results of the survey to determine how we can increase visitors' satisfaction with their BC Parks experience and make incremental improvements where possible.
- Survey results are shared broadly with BC Parks staff and Park Operator staff. Staff use park level data to identify strengths, weaknesses, and opportunities for improvement.
- The information gathered by this survey supports decision making, policy and program development, as well as funding allocation for new facilities, trails, and services.
- BC Parks is committed to conducting the visitor satisfaction survey at regular intervals to track satisfaction over time to continue to improve our understanding of the desires, needs, and concerns of our visitors.

Table of Contents

Executive summary 1

 Project background 1

 The 2023 Visitor Satisfaction Survey..... 1

 Survey administration 1

 Who responded 2

 Accuracy of survey results 2

 Survey weights 3

 Provincial-level data has been weighted to better reflect visitor volumes at each park. See Appendix A for more details..... 3

 Overall visitor satisfaction with BC Parks..... 3

 Satisfaction across the visitor journey 3

 Satisfaction with individual amenities and services 4

 Inclusion in BC Parks..... 4

 Future investments 4

 What’s next? 5

Table of Contents 6

Overall visitor satisfaction 8

Visitor loyalty (Net Promotor Score)..... 9

Satisfaction across the BC Parks journey 10

Visitor satisfaction with BC Park amenities and services..... 12

Detailed satisfaction scores (overall and by user type)..... 15

Moving the needle 25

Inclusion in BC Parks..... 26

Building for the future 29

Visitor suggestions..... 31

Visitor and visit characteristics 33

Appendix A: Detailed survey methodology 40

Appendix B: List of BC Parks with survey completions for 2023..... 42

Appendix C: BC Parks Region Map 44

Appendix D: Journey map scores by user type 45

Appendix E: Detailed visitor satisfaction scores 46

Appendix F: Provincial-level priority matrix – detailed figure 50

Overall visitor satisfaction

Visitors who completed a survey were asked to assess their overall level of satisfaction with their visit. **82.8%** of visitors reported that they were satisfied³ with their visit to BC Parks. Figure 1a displays the percentage of satisfied visitors overall compared to visitor satisfaction for each user type. Figure 1b displays the percentage of satisfied visitors overall compared to visitor satisfaction scores for each region (See [Appendix C](#) for a region map).

Results suggest that most visitors are satisfied with their visit to BC Parks. Visitors who are camping (both frontcountry and backcountry) appear to be the most satisfied with BC Parks, while marine/boating visitors are considerably less satisfied overall (Figure 1a). Satisfaction is high across all regions (Figure 1b). Visitors in the West Coast, Kootenay Okanagan and Thompson Cariboo regions are the most satisfied with BC Parks.

Figure 1a. Overall percentage of satisfied visitors (provincial average and by user type), 2023 BC Parks Visitor Satisfaction Survey

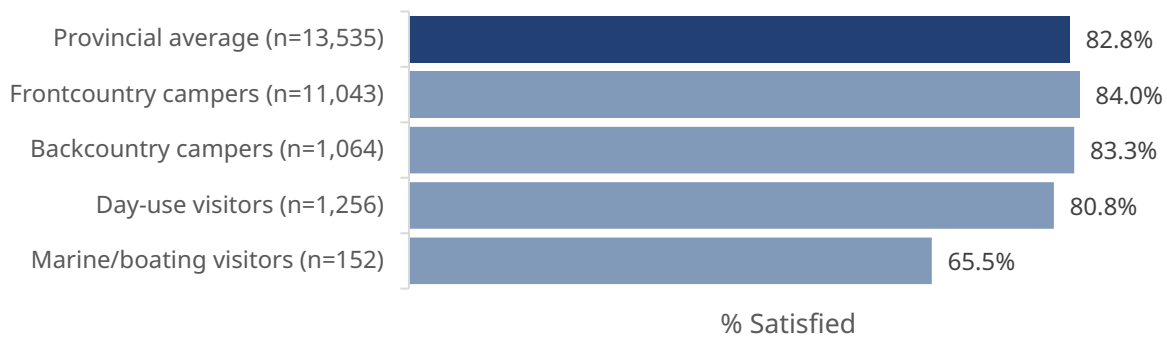
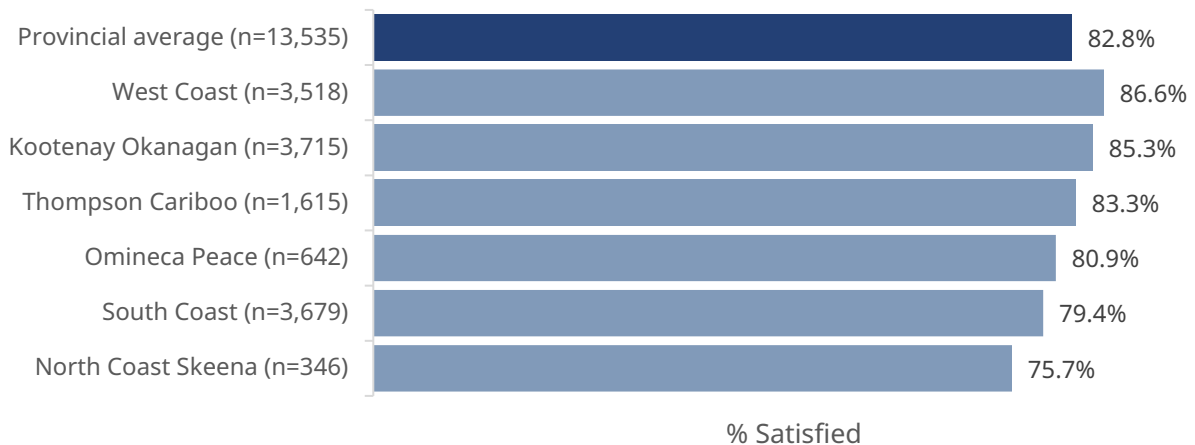


Figure 1b. Overall percentage of satisfied visitors (provincial average and by region), 2023 BC Parks Visitor Satisfaction Survey



³ Percentage of respondents who answered with “Satisfied” or “Very Satisfied” to the question: *How satisfied or dissatisfied were you, overall, with your recent visit to this provincial park?*

Visitor loyalty (Net Promoter Score)

Another way of assessing visitor satisfaction is by assessing visitor loyalty with a Net Promoter Score (NPS). The survey asked visitors: “On a scale of 0-10, how likely is it that you would recommend BC Parks to a family member or friend?”. By answering this question, visitors can be grouped into Promoters, Passives, and Detractors. The NPS is the difference between the percentage of Promoters and Detractors.

- **Promoters**, visitors who answer “9” or “10” to the question, are loyal enthusiasts and are likely to refer others to BC Parks.
- **Passives**, visitors who answered “7” or “8” to the questions, are satisfied visitors but may not be loyal to or recommend BC Parks.
- **Detractors**, visitors who provided a score of “6” or less, are likely unsatisfied visitors who are more likely to discourage others from visiting.



$$\text{Happy Face} \% - \text{Sad Face} \% = \text{Net Promoter Score}$$

Net Promoter Scores range from a low of -100 (every visitor is a Detractor) to a high of +100 (every visitor is a Promoter). In 2023, BC Parks achieved a NPS of 47 (Figure 2) This is a good score which indicates that BC Parks has far more happy visitors than unhappy ones. BC Parks should continue to track their NPS moving forward.

Figure 2. Net Promoter Score, 2023 BC Parks Visitor Satisfaction Survey



Satisfaction across the BC Parks journey

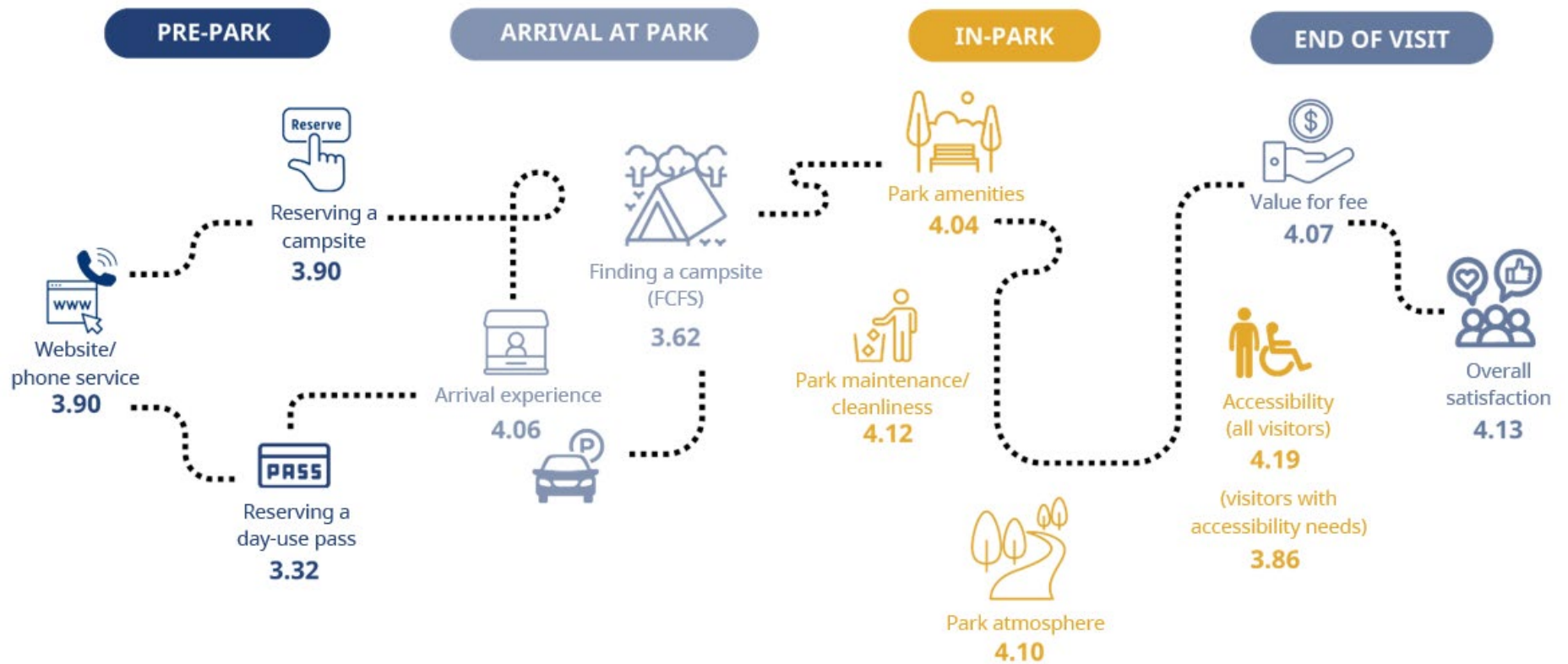
Visitor satisfaction can be examined across the visitor journey “from computer to campground” using service categories. Visitors were asked to rate their satisfaction with each amenity/service that they used during their visit. Each of the amenities were bundled into 9 service categories that can be placed along a visitor timeline. The timeline begins with pre-park activities and ends with the in-park experience (Figure 3). Journey map scores are either mean satisfaction scores (out of 5) for a single survey item, or a composite mean score of two or more survey questions. Table 1 outlines the item(s) used to calculate each score. The final two scores on the journey map reflect “end of visit”—global assessments of value for fee and overall satisfaction with the visit. See Appendix A for more details on how journey map scores were calculated.

Table 1. Journey map categories and corresponding visitor satisfaction questions

Journey map category	Questions used to calculate category mean
Website / phone service	BC Parks website (usefulness) BC Parks Call Centre
Reserving a campsite	Reservation website (usefulness) Ease of reserving campsite, if available
Reserving a day-use pass	Day-use pass reservation website (information provided) Ease of reserving day-use pass, if available
Arrival experience	Parking options and parking lot Check-in process (efficiency)
Finding a campsite (FCFS)	Availability of first come, first served (FCFS) campsites
Park amenities	Amenities Clarity of park/trail signage
Park maintenance / cleanliness	Washrooms (cleanliness) Maintenance of the park Cleanliness of the park
Park atmosphere	Number of people in the park Noise levels Sense of security in the park
Accessibility	Washrooms (accessibility) Accessibility of trails and pathways Ease of access, overall
Value for fee	Value for fee, where applicable
Overall satisfaction	Overall satisfaction

Looking across the visitor journey, satisfaction is typically lower among “pre-park” services areas, with reserving a day-use pass scoring the lowest (3.32). Scores are higher among “in-park” services, suggesting visitor satisfaction increases once visitors are settled in the park. Specifically, park accessibility, among all visitors, resulted in the highest satisfaction score (4.19), followed by park maintenance/cleanliness (4.12). These results suggest that visitor satisfaction typically increases as visitors progress through their journey with BC Parks. Journey map scores by user type are available in [Appendix D](#).

Figure 3. Satisfaction across the BC Parks journey, 2023 BC Parks Visitor Satisfaction Survey



Note: Scores fall on a scale from 1 to 5.

Visitor satisfaction with BC Park amenities and services

Visitors were asked to rate their satisfaction with each amenity or service they used during their visit. Figures 4a-4d display the percentage of visitors who reported they were satisfied⁴ with an amenity or service area. Amenities are grouped by “pre-park” amenities, “park arrival” amenities, “in-park” amenities, and “end of visit” evaluations.

The three amenities or services with the highest satisfaction scores overall are:

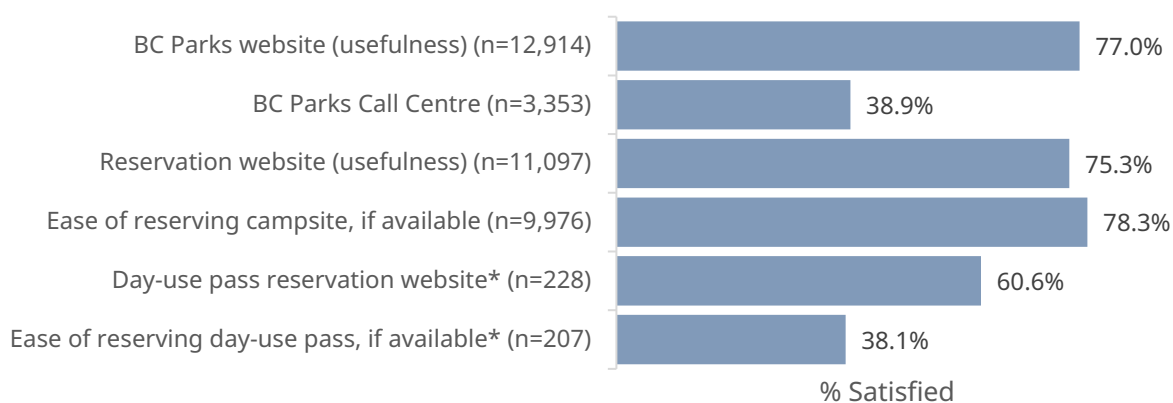
- “Ease of access, overall” (All parties) (87.9%)
- “Sense of security in the park” (87.4%)
- “Cleanliness of the park” (86.9%)

The three amenities or services with the lowest satisfaction scores overall are:

- “Ease of reserving day-use pass, if available” (38.1%)
- “BC Parks Call Centre” (38.9%)
- “Day-use pass reservation website (information provided)” (60.6%)

These findings further suggest that visitors are more satisfied with elements of “in-park” experiences. Scores are typically lower for “pre-park” administrative services, particularly those associated with securing a day-use pass. Only a small proportion of park users use the day-use pass website or reservation system. Day-use pass users are limited to visitors to the four parks that required a day-use pass in 2023 (less than 2% of all survey respondents). The BC Parks Call Center was used by one-quarter (25%) of all survey respondents.

Figure 4a. Percentage of visitors satisfied with each “pre-park” amenity or service area, 2023 BC Parks Visitor Satisfaction Survey



*Results limited to the four parks that required a day-use pass in 2023.

⁴ Percentage of respondents who answered with “Satisfied” or “Very Satisfied” to the question: *How satisfied or dissatisfied were you, overall, with your recent visit to this provincial park?*

Figure 4b. Percentage of visitors satisfied with each “park arrival” amenity or service area, 2023 BC Parks Visitor Satisfaction Survey

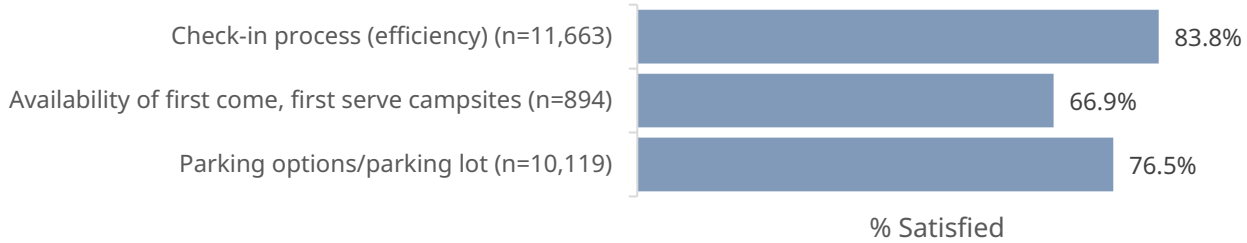
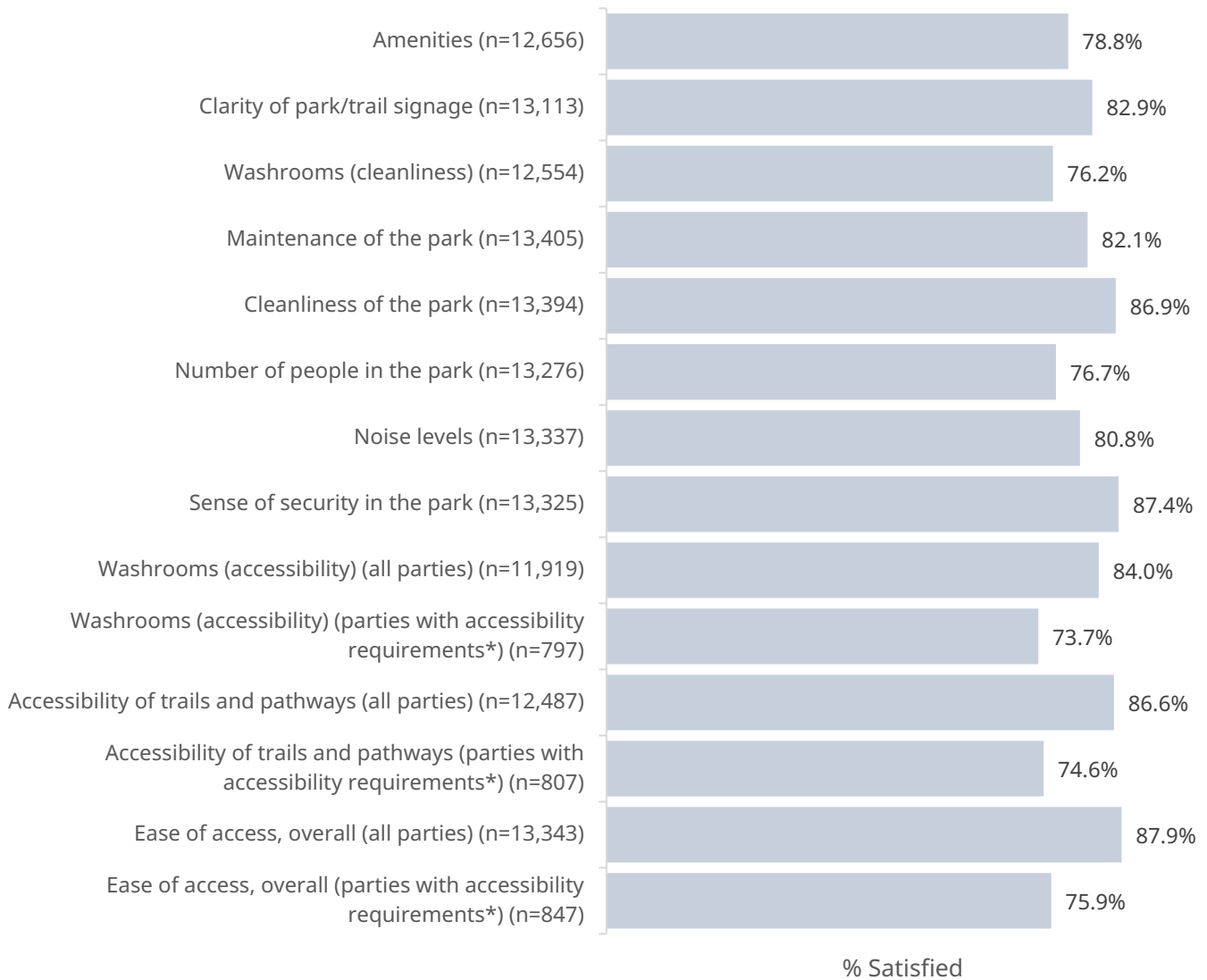
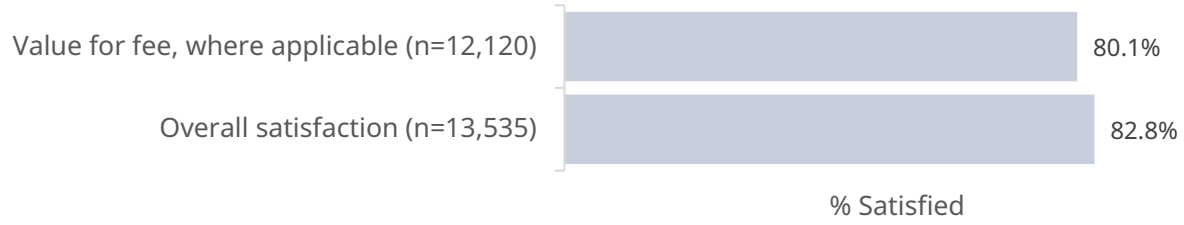


Figure 4c. Percentage of Visitors Satisfied with each “in-park” amenity or service area, 2023 BC Parks Visitor Satisfaction Survey



*Results limited to groups that included someone with a physical accessibility requirement.

Figure 4d. Percentage of visitors satisfied with “end of visit” evaluation, 2023 BC Parks Visitor Satisfaction Survey (Continued)



Detailed satisfaction scores (overall and by user type)

Visitors were asked to rate their satisfaction overall, as well as with each amenity or service they used during their visit. Detailed results for each item, including the percentage of respondents who selected each response, and mean scores, are presented in Figures 5a-z below. Results are presented for all users, and for each user type (frontcountry campers, backcountry campers, day-use visitors, and marine/boating visitors). Detailed results in table format are also available in [Appendix E](#).

Figure 5a. Detailed visitor satisfaction scores, overall and by user type, for overall satisfaction, 2023 BC Parks Visitor Satisfaction Survey

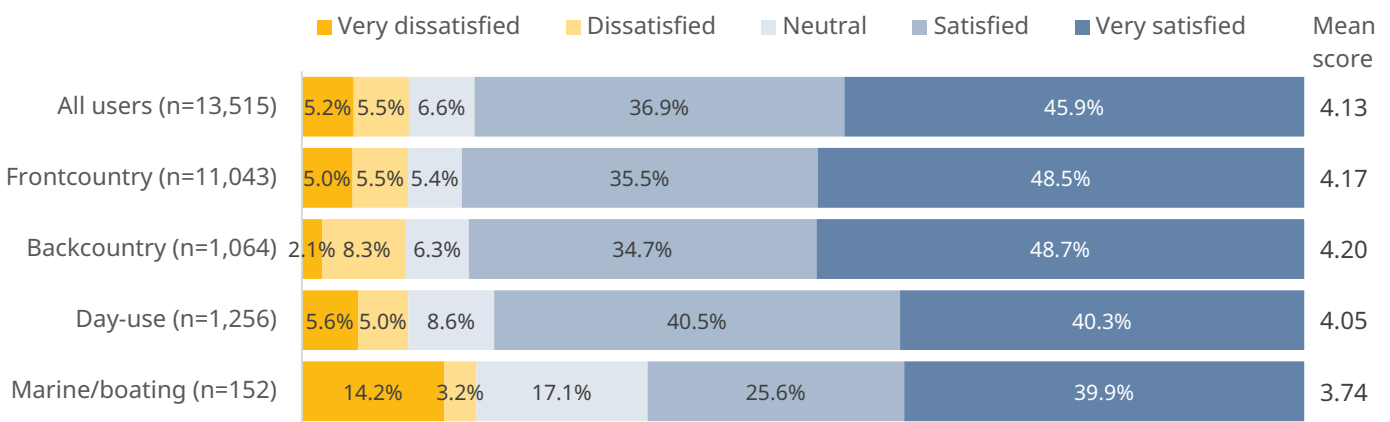


Figure 5b. Detailed visitor satisfaction scores, overall and by user type, for BC Parks website (usefulness), 2023 BC Parks Visitor Satisfaction Survey

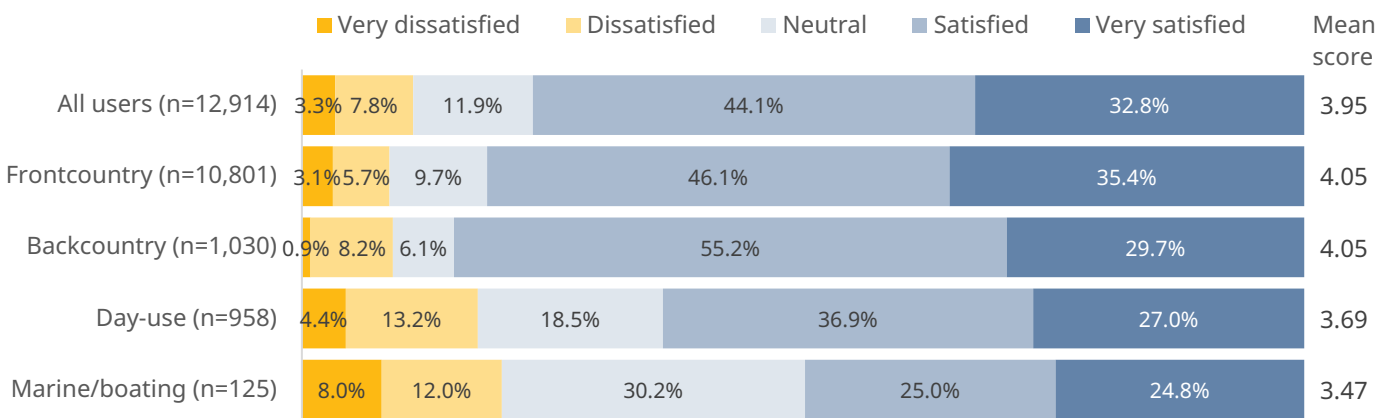


Figure 5c. Detailed visitor satisfaction scores, overall and by user type, for BC Parks Call Centre, 2023 BC Parks Visitor Satisfaction Survey

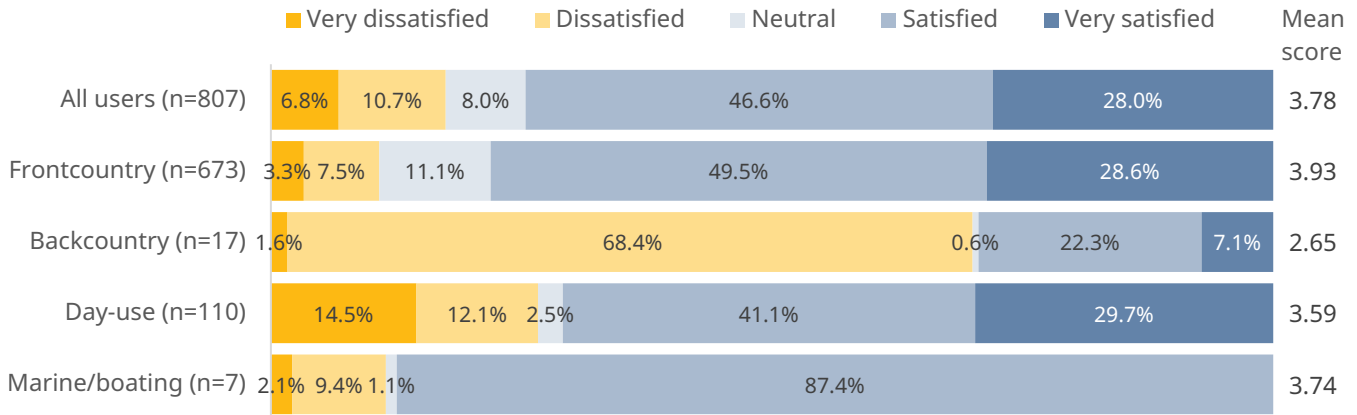


Figure 5d. Detailed visitor satisfaction scores, overall and by user type, for Reservation website (usefulness), 2023 BC Parks Visitor Satisfaction Survey

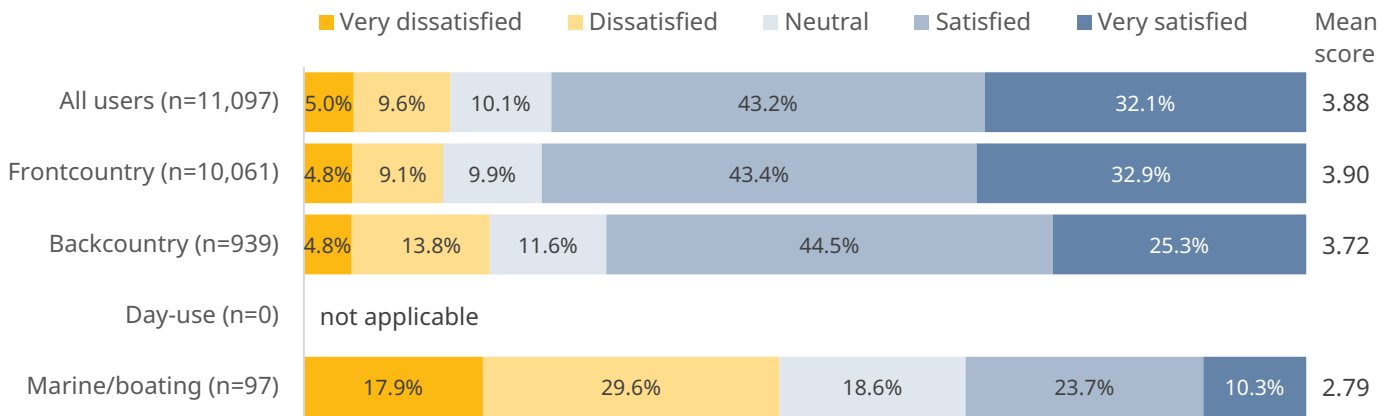


Figure 5e. Detailed visitor satisfaction scores, overall and by user type, for Ease of reserving campsite, if available, 2023 BC Parks Visitor Satisfaction Survey

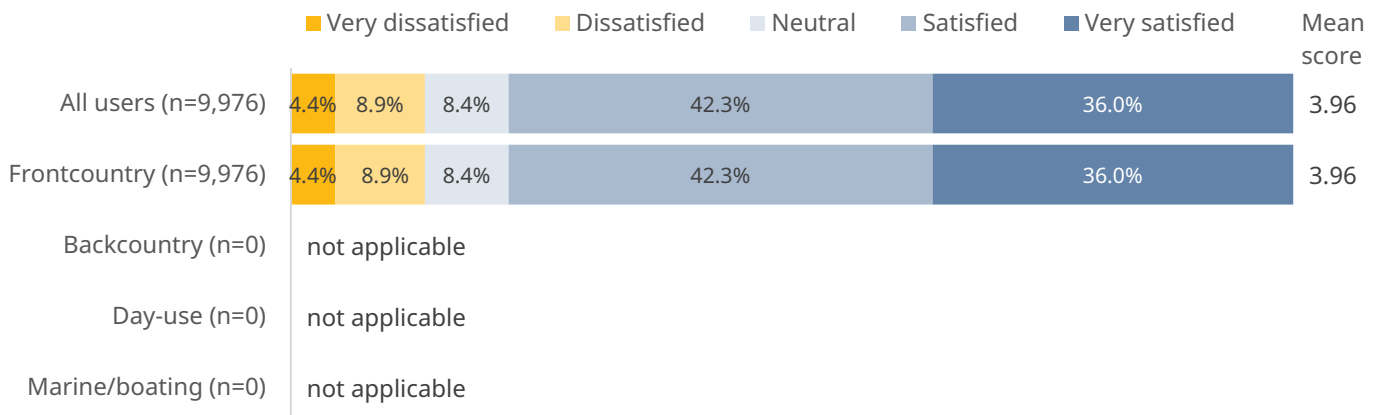
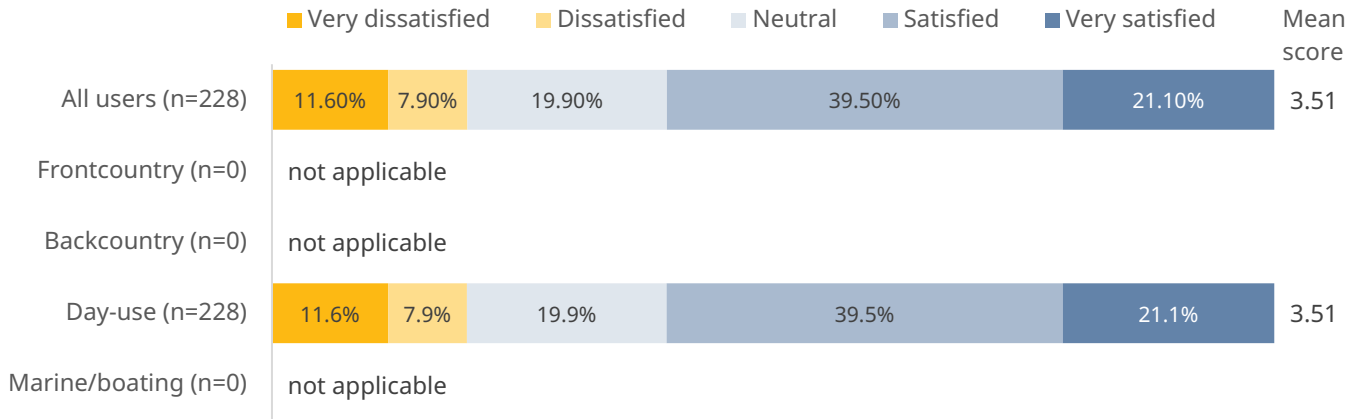
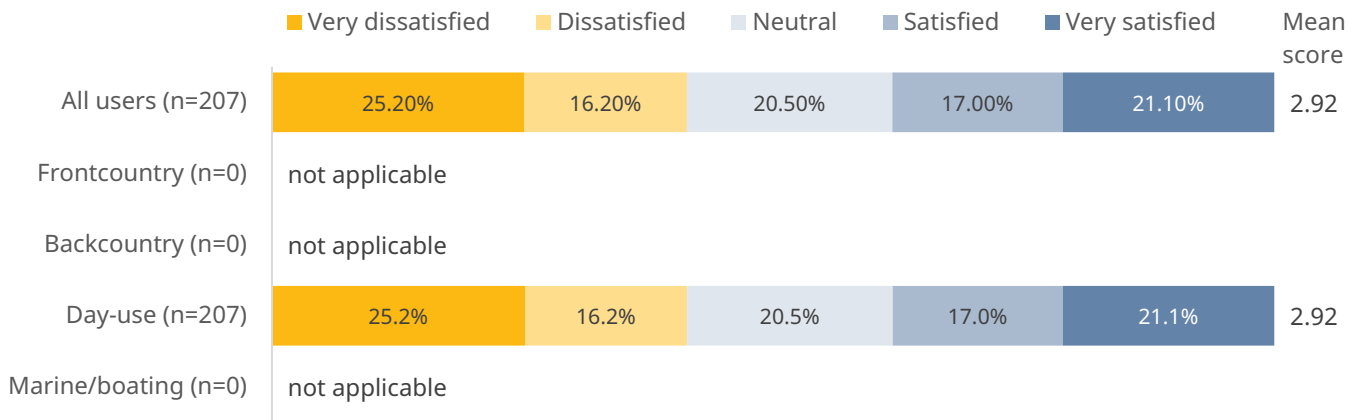


Figure 5f. Detailed visitor satisfaction scores, overall and by user type, for Day-use pass reservation website (information provided)*, 2023 BC Parks Visitor Satisfaction Survey



*Results limited to the four parks that required a day-use pass in 2023.

Figure 5g. Detailed visitor satisfaction scores, overall and by user type, for Ease of reserving day-use pass, if available*, 2023 BC Parks Visitor Satisfaction Survey



*Results limited to the four parks that required a day-use pass in 2023.

Figure 5h. Detailed visitor satisfaction scores, overall and by user type, for Parking options/parking lot, 2023 BC Parks Visitor Satisfaction Survey

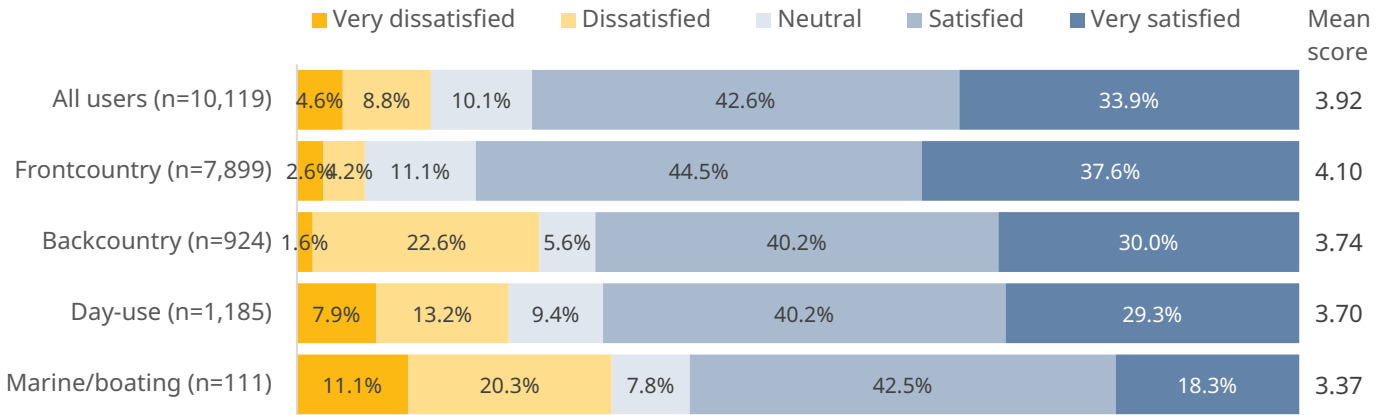


Figure 5i. Detailed visitor satisfaction scores, overall and by user type, for Check-in process (efficiency), 2023 BC Parks Visitor Satisfaction Survey

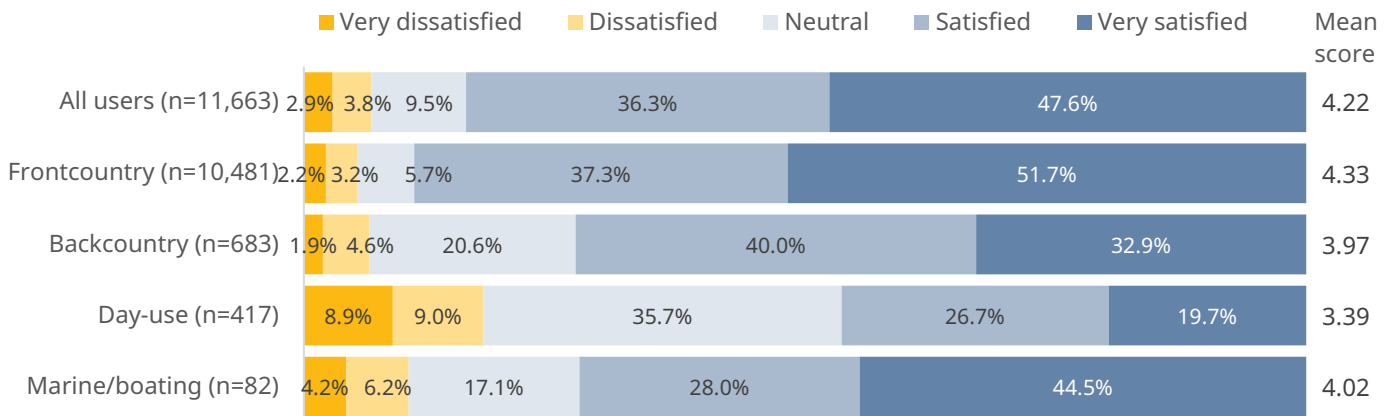


Figure 5j. Detailed visitor satisfaction scores, overall and by user type, for Availability of first come, first served campsites, 2023 BC Parks Visitor Satisfaction Survey

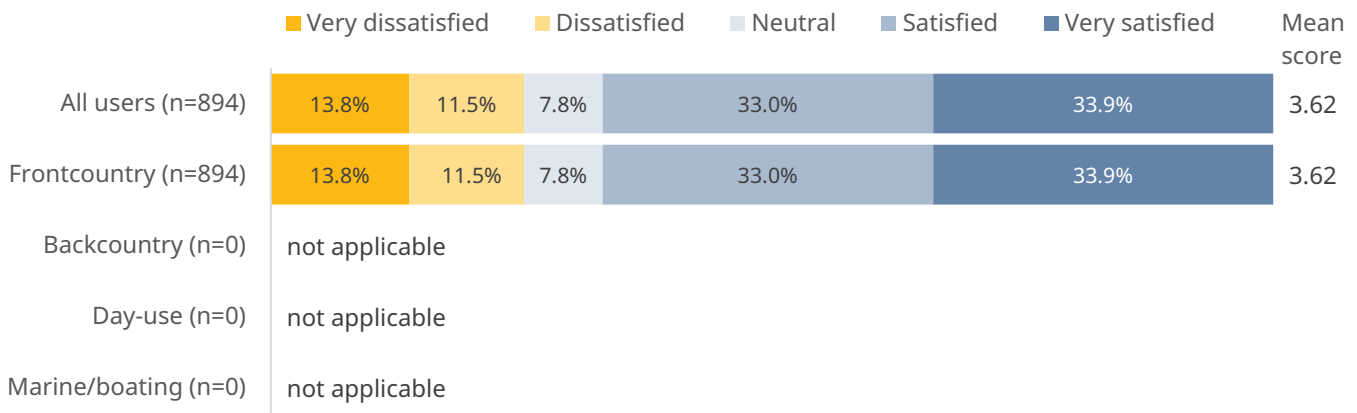


Figure 5k. Detailed visitor satisfaction scores, overall and by user type, for **Amenities**, 2023 BC Parks Visitor Satisfaction Survey

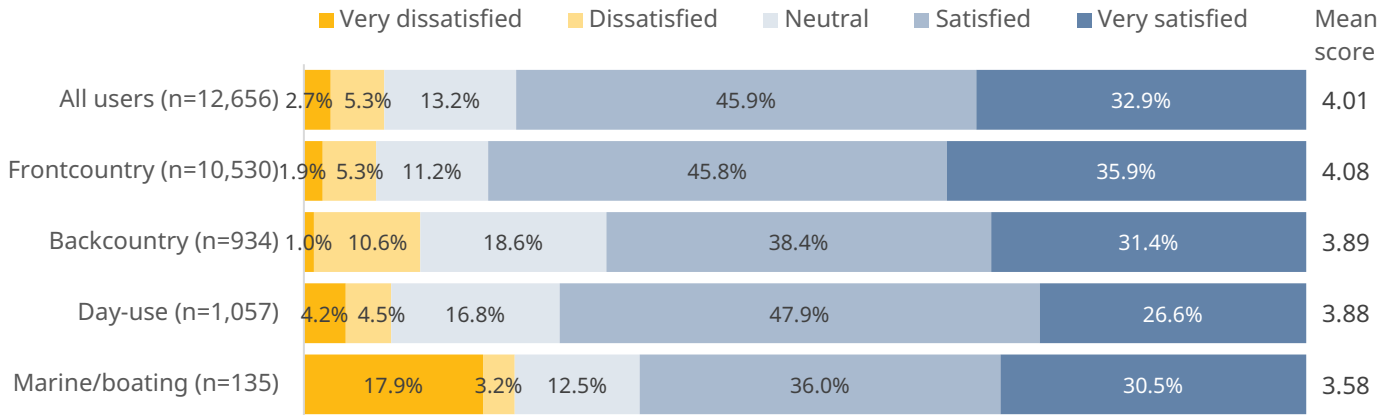


Figure 5l. Detailed visitor satisfaction scores, overall and by user type, for **Clarity of park/trail signage**, 2023 BC Parks Visitor Satisfaction Survey

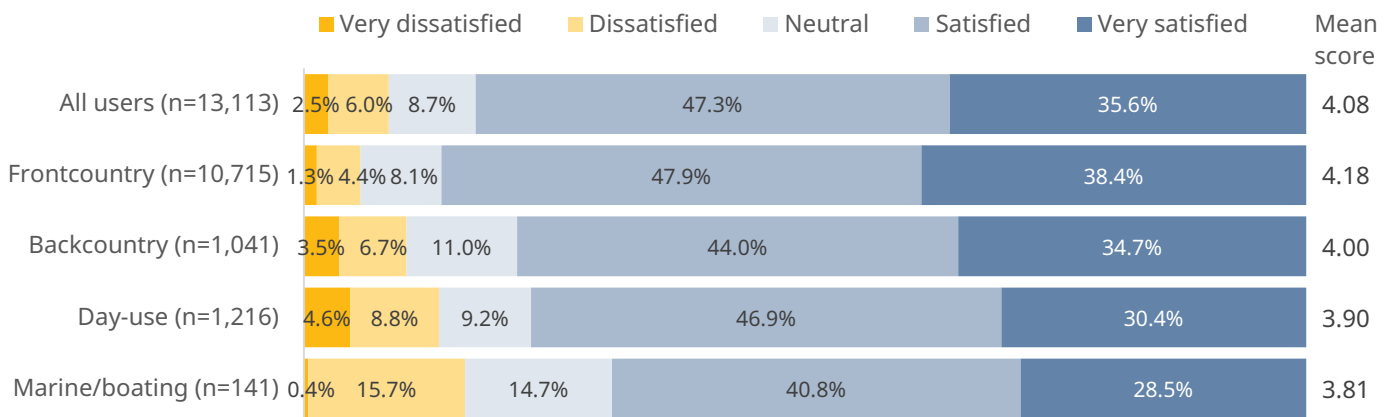


Figure 5m. Detailed visitor satisfaction scores, overall and by user type, for **Washrooms (cleanliness)**, 2023 BC Parks Visitor Satisfaction Survey

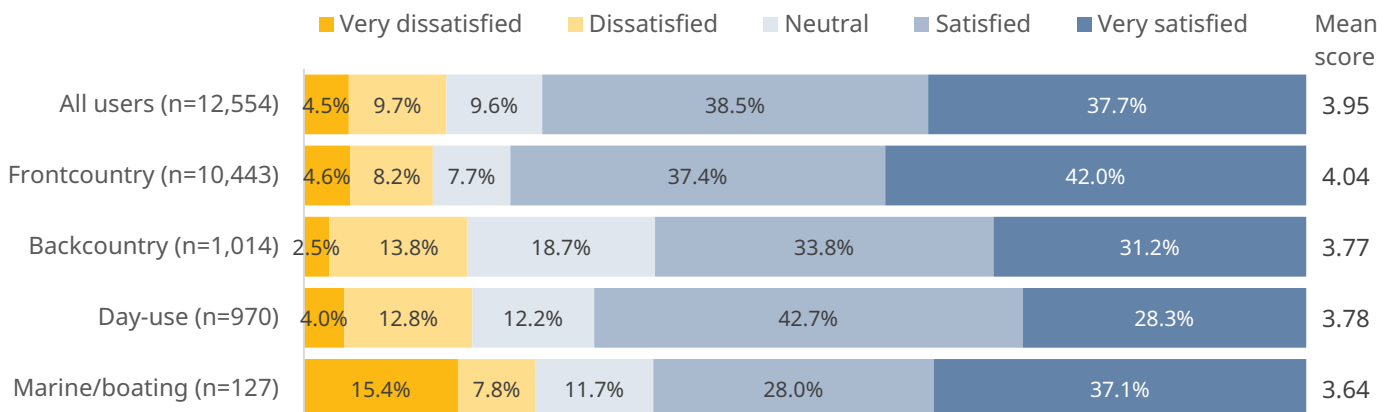


Figure 5n. Detailed visitor satisfaction scores, overall and by user type, for **Maintenance of the park**, 2023 BC Parks Visitor Satisfaction Survey

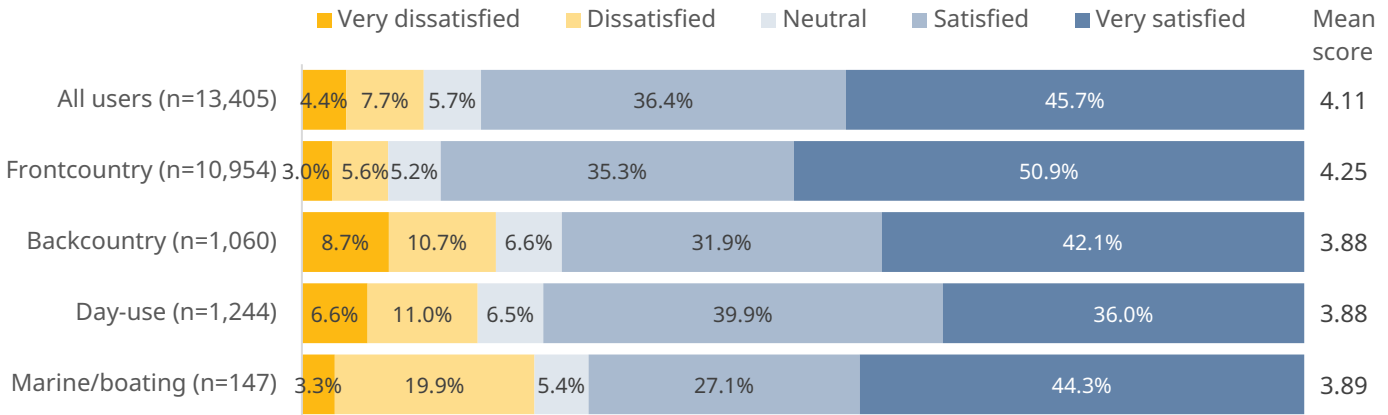


Figure 5o. Detailed visitor satisfaction scores, overall and by user type, for **Cleanliness of the park**, 2023 BC Parks Visitor Satisfaction Survey

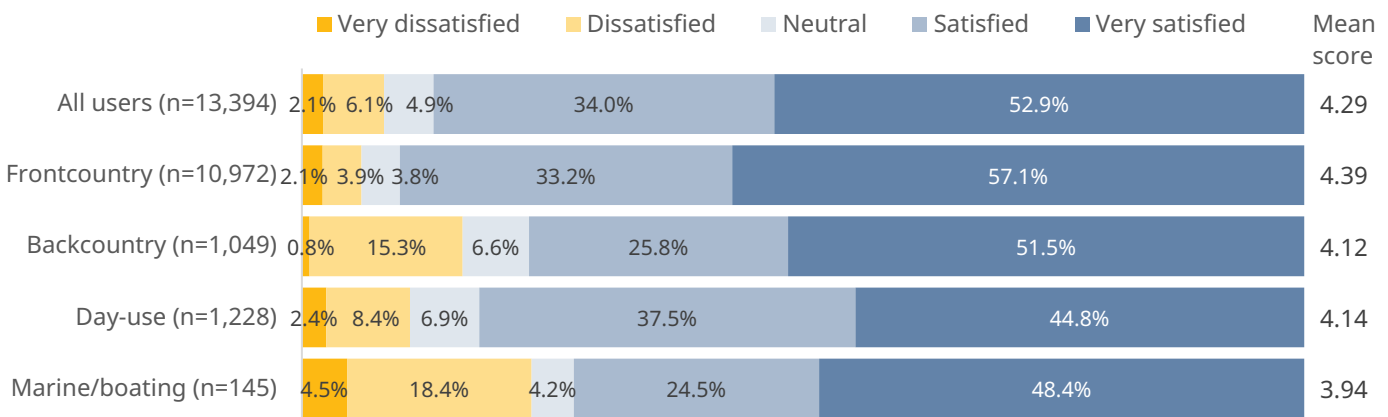


Figure 5p. Detailed visitor satisfaction scores, overall and by user type, for **Number of people in the park**, 2023 BC Parks Visitor Satisfaction Survey

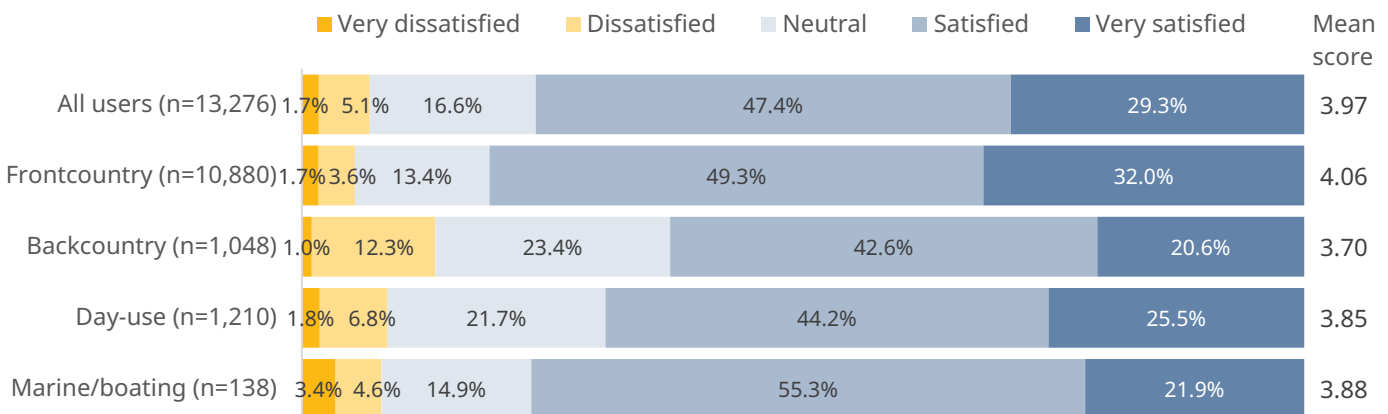


Figure 5q. Detailed visitor satisfaction scores, overall and by user type, for **Noise levels**, 2023 BC Parks Visitor Satisfaction Survey

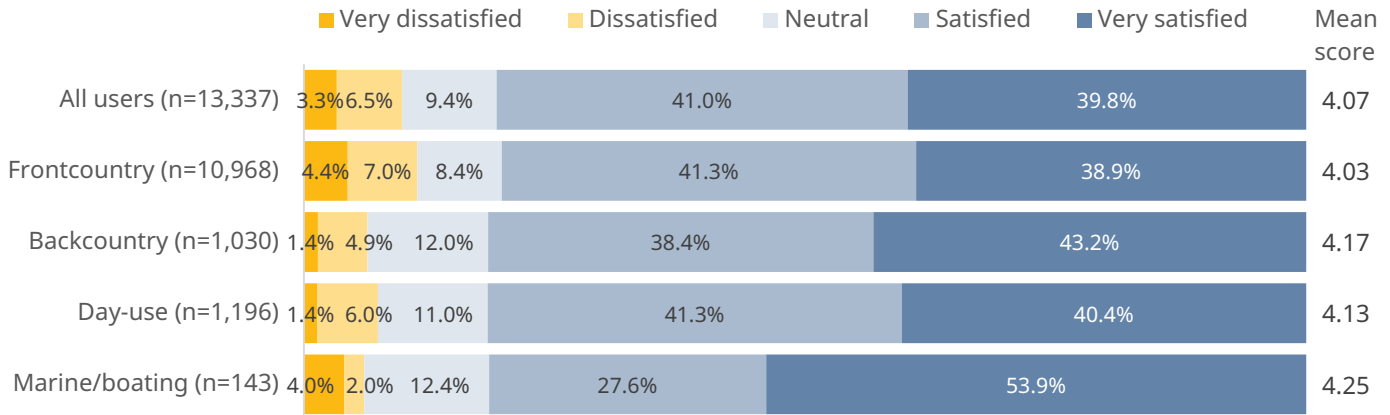


Figure 5r. Detailed visitor satisfaction scores, overall and by user type, for **Sense of security in the park**, 2023 BC Parks Visitor Satisfaction Survey

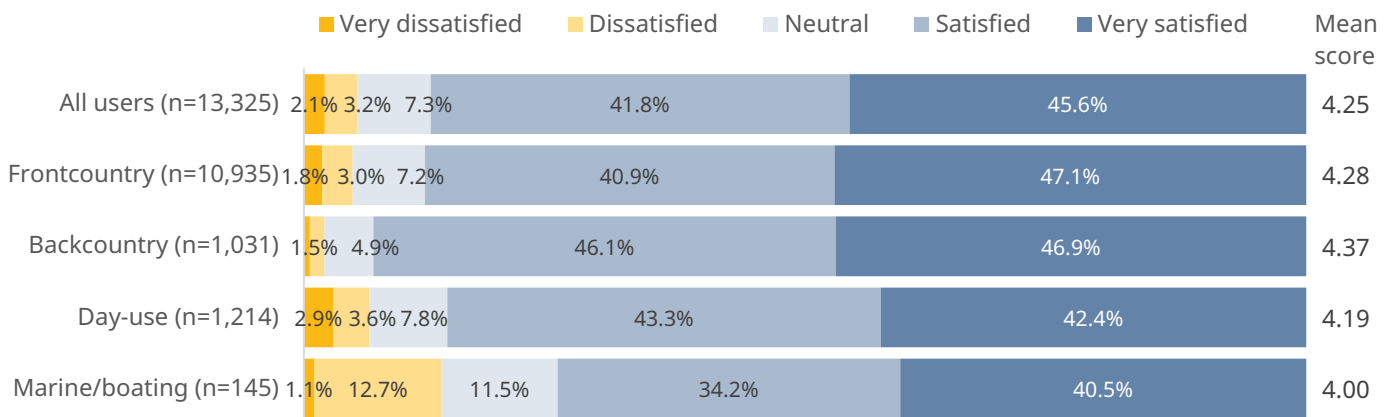


Figure 5s. Detailed visitor satisfaction scores, overall and by user type, for **Washrooms (accessibility) (all parties)**, 2023 BC Parks Visitor Satisfaction Survey

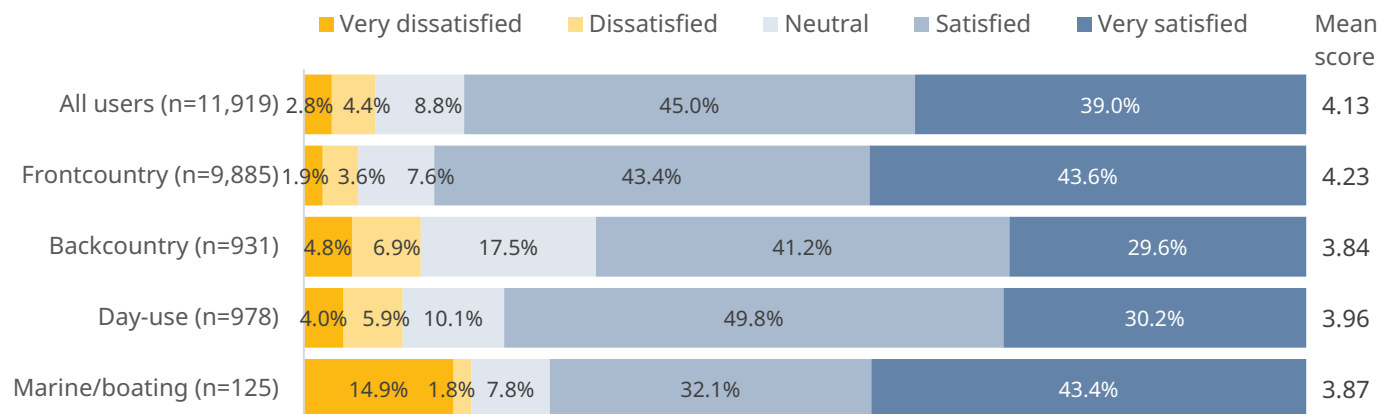
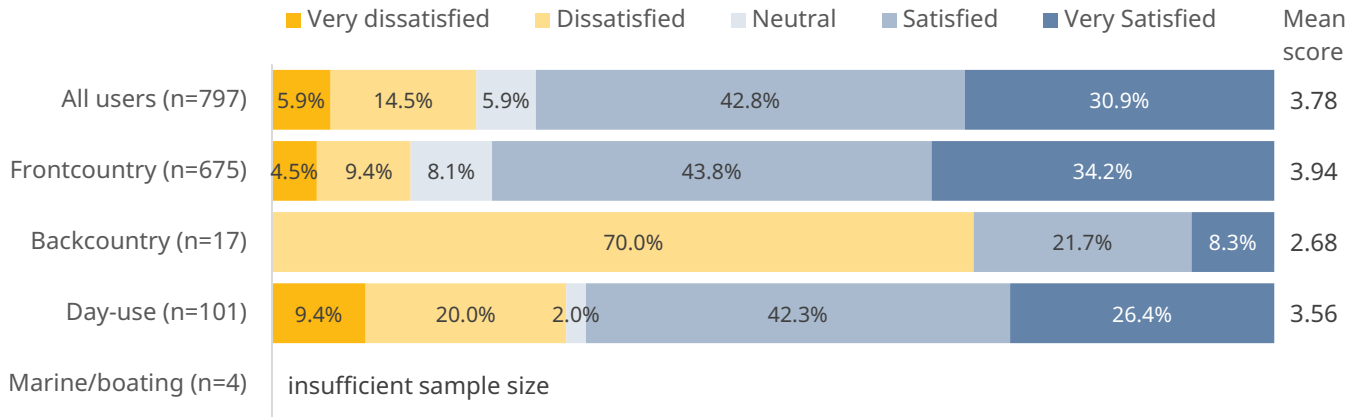


Figure 5t. Detailed visitor satisfaction scores, overall and by user type, for Washrooms (accessibility) (parties with accessibility requirements*), 2023 BC Parks Visitor Satisfaction Survey



*Results limited to groups that included someone with a physical accessibility requirement.

Figure 5u. Detailed visitor satisfaction scores, overall and by user type, for Accessibility of trails and pathways (all parties), 2023 BC Parks Visitor Satisfaction Survey

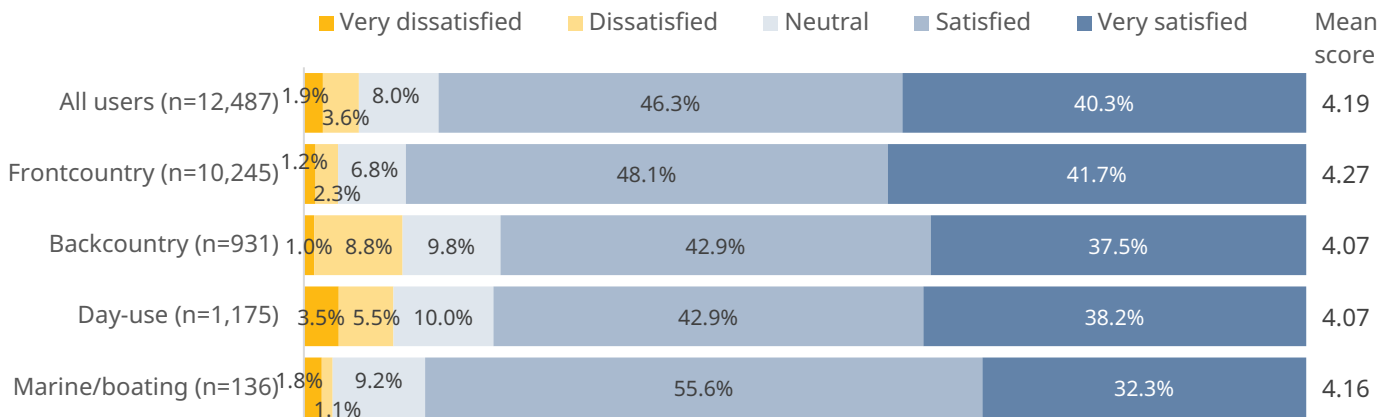
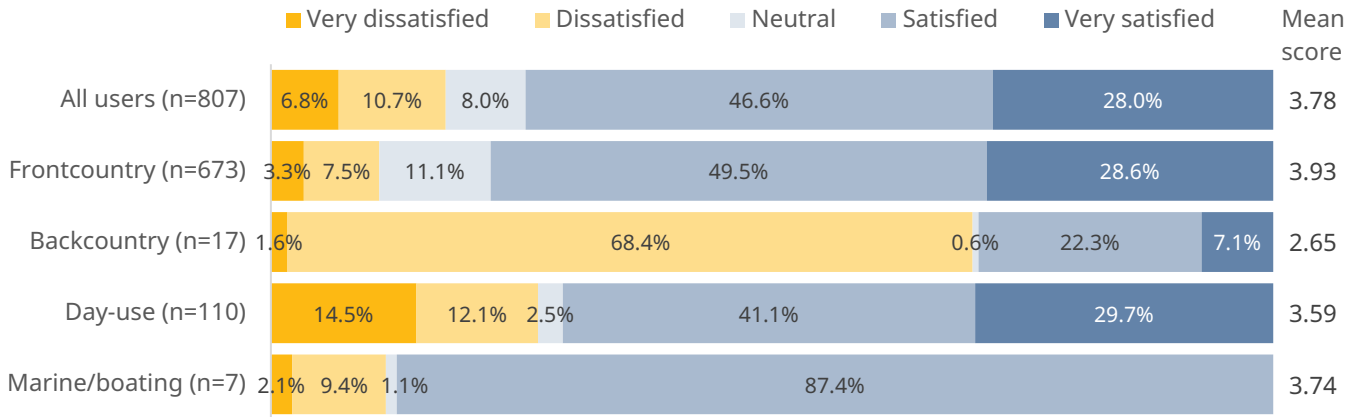


Figure 5v. Detailed visitor satisfaction scores, overall and by user type, for **Accessibility of trails and pathways (parties with accessibility requirements*)**, 2023 BC Parks Visitor Satisfaction Survey



*Results limited to groups that included someone with a physical accessibility requirement.

Figure 5x. Detailed visitor satisfaction scores, overall and by user type, for **Ease of access, overall (all parties)**, 2023 BC Parks Visitor Satisfaction Survey

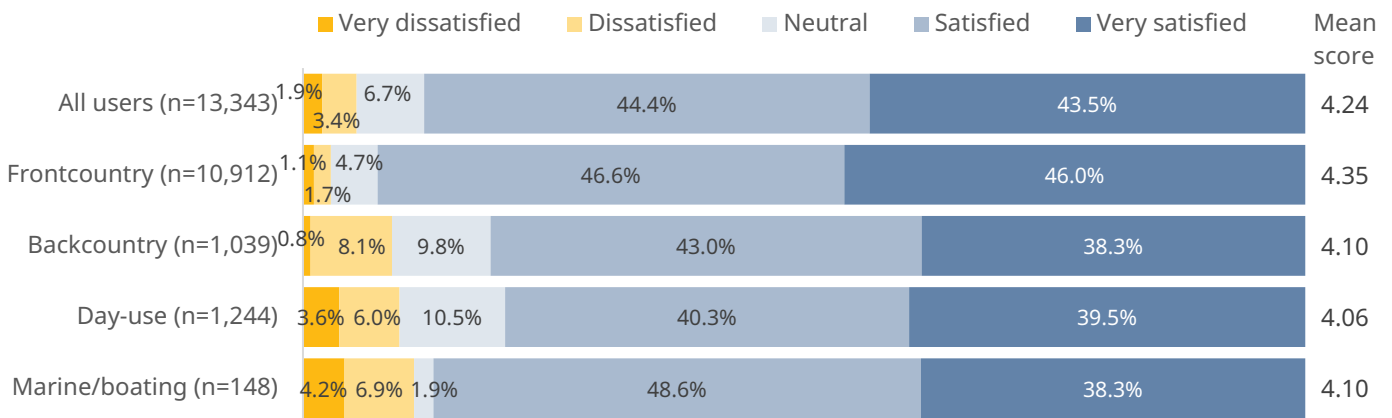
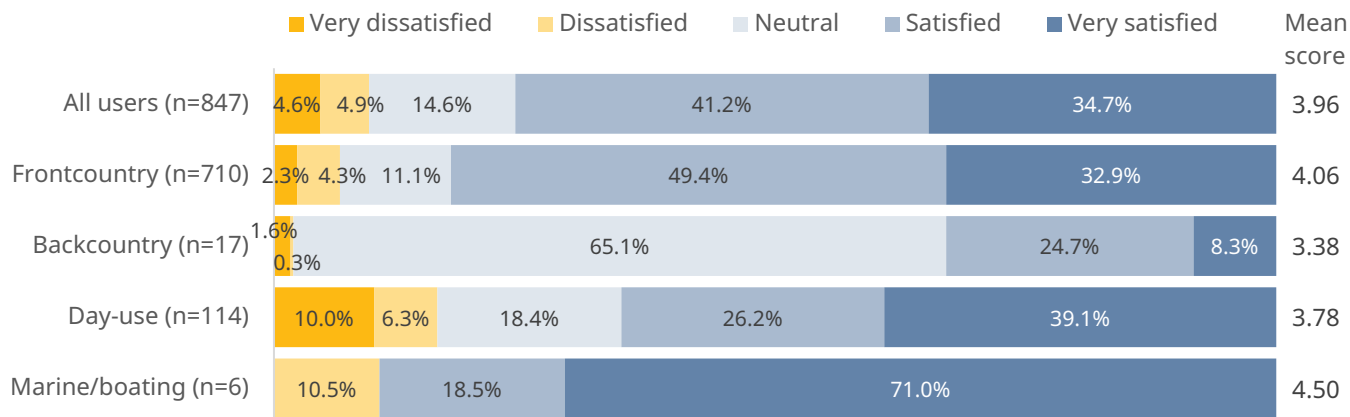
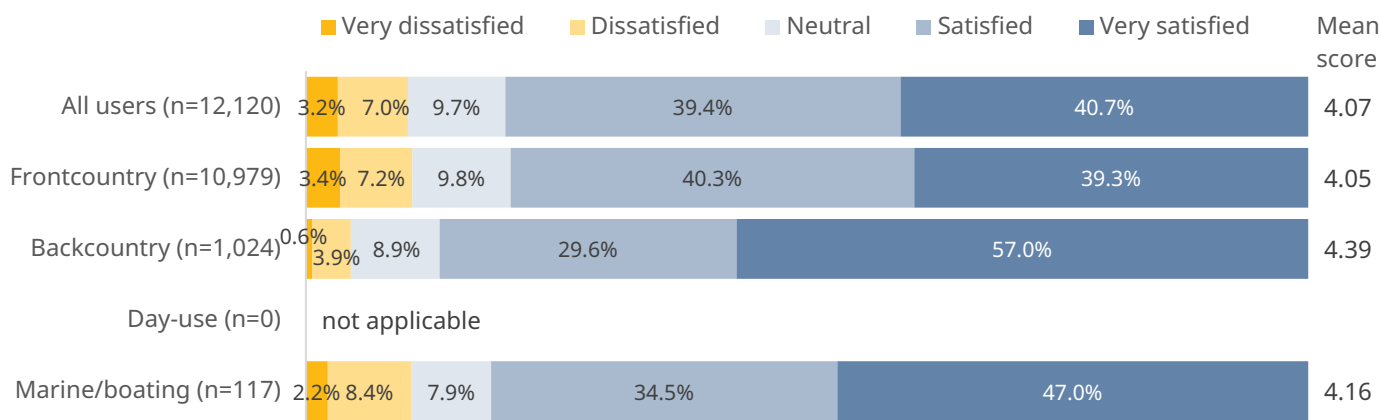


Figure 5y. Detailed visitor satisfaction scores, overall and by user type, for Ease of access, overall (parties with accessibility requirements*), 2023 BC Parks Visitor Satisfaction Survey



*Results limited to groups that included someone with a physical accessibility requirement.

Figure 5z. Detailed visitor satisfaction scores, overall and by user type, for Value for fee, where applicable, 2023 BC Parks Visitor Satisfaction Survey



Moving the needle

Knowing where to make improvements and knowing which mechanisms will improve the overall experience of visitors is important to BC Parks. A priority matrix (Figure 6) can be used to identify possible opportunities for improvement. The strength of the relationship between each amenity or service area with overall satisfaction is compared to how each service was rated by visitors (see Appendix A for details). Based on these scores (Appendix F), items are then plotted in one of four quadrants pictured in Figure 6 below.

Figure 6. Priority matrix summary for 2023 BC Parks Visitor Satisfaction Survey

Opportunities for improvement Amenities with a strong relationship with overall satisfaction but rated low by visitors	Areas of strength Amenities with a strong relationship with overall satisfaction and rated high by visitors
<ul style="list-style-type: none"> Day-use pass website (information provided) Availability of first come, first served campsites Accessibility of trails and pathways (parties with accessibility requirements) 	<ul style="list-style-type: none"> Cleanliness of the parks Sense of security in the parks Ease of access, overall (all parties) Check-in process (efficiency) Maintenance of the parks Value for reservation or campsite fee Amenities Ease of access, overall (parties with accessibility requirements)
Areas to monitor Amenities with a weak relationship with overall satisfaction and rated low by visitors	Areas to maintain Amenities with a weak relationship with overall satisfaction but rated high by visitors
<ul style="list-style-type: none"> Ease of reserving day-use pass, if available BC Parks call centre Washrooms (accessibility) (parties with accessibility requirements) Reservation website (usefulness) 	<ul style="list-style-type: none"> Parking options/parking lots Washrooms (cleanliness) BC Parks website (usefulness) Number of people in the parks Ease of reserving campsite, if available Clarity of park/trail signage Noise levels Washrooms (accessibility) (all parties) Accessibility of trails and pathways (all parties)

The following amenities or service areas were identified as possible **opportunities for improvement** across most parks, as they have a strong relationship with overall satisfaction yet lower visitor satisfaction scores relative to other amenities or services:

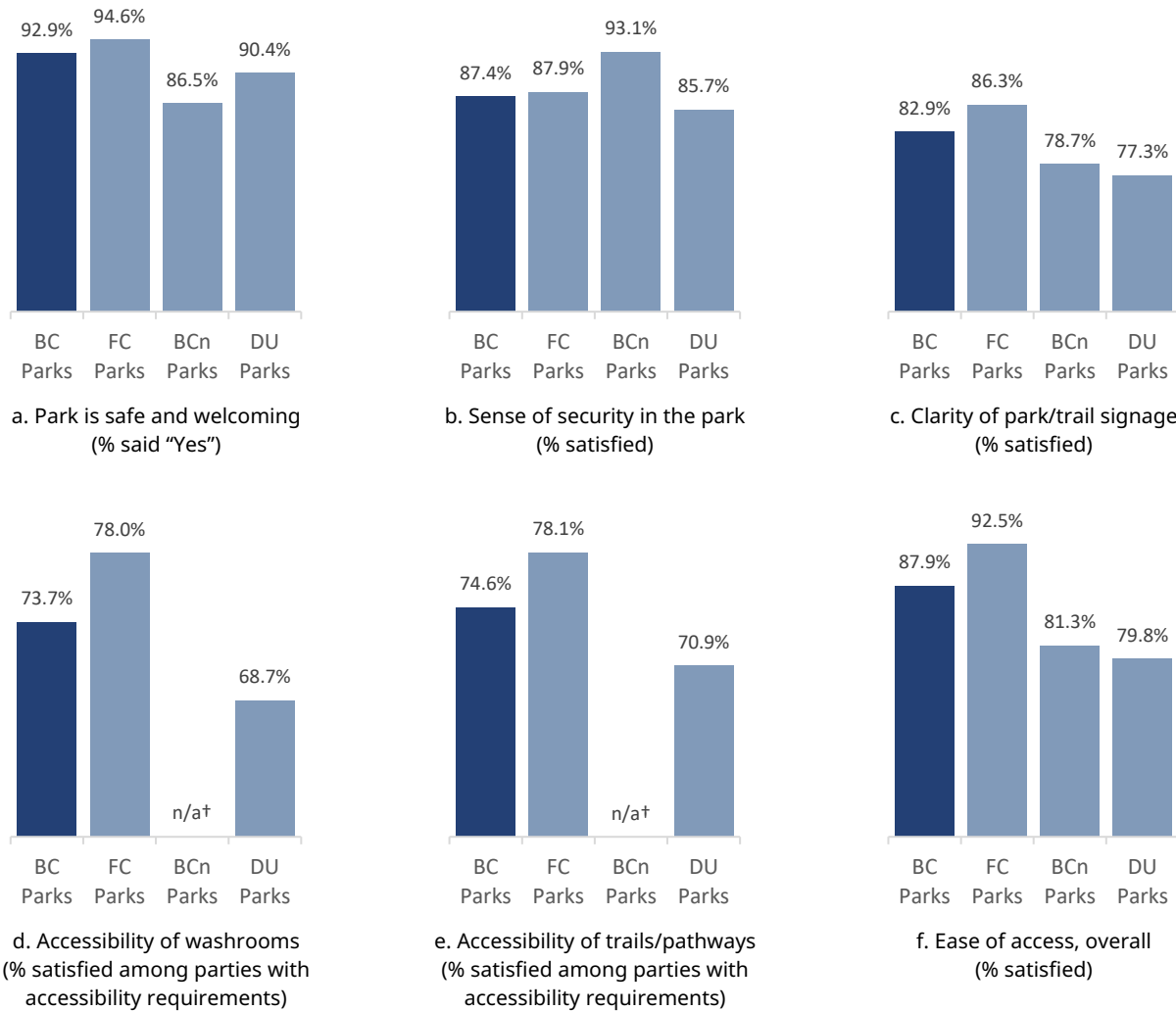
- Day-use pass website (information provided)
- Availability of first come, first served campsites
- Accessibility of trails and pathways (among parties with accessibility requirements)

Inclusion in BC Parks

BC Parks is committed to ensuring that provincial parks are welcoming and meaningfully accessible to all (see the BC Parks [Commitment to Inclusion](#)). The 2023 Visitor Satisfaction Survey included questions about inclusion, safety, and accessibility. Figure 7 shows the results for these questions for BC Parks, and averages for all frontcountry (FC) parks, backcountry (BCn) parks and day-use (DU) Parks.

Most visitors felt BC Parks were inclusive, safe, and accessible spaces. Relative to other park types, frontcountry parks scored the highest across these questions, while day-use parks scored the lowest.

Figure 7. Visitor perceptions of inclusivity, safety, and accessibility, 2023 BC Parks Visitor Satisfaction Survey



†Results not presented due to low sample size.

Visitors were also asked to comment on why they felt that the park was, or was not, a welcoming and meaningfully accessible space. A total of 5,275 comments were received (4,590 comments about why the

park was welcoming and 685 about why it was not). A randomly selected portion of visitor comments (500 comments for each question) were coded by theme.

The top three reasons visitors shared they felt safe, and welcome were:

- Park staff/hosts were friendly, helpful, *etc.* (n=265)
- Facilities/parks were clean and well maintained (n=85)
- Accessible trails/facilities/spaces were provided (n=57)

The top three reasons visitors shared they did not feel safe and welcome were:

- Park staff/hosts are unfriendly, unhelpful, *etc.* (n=137)
- Trail hazards/trail maintenance or repairs needed (n=92)
- Safety concerns (n=55)

A few comments that exemplify the top themes are included below (see [Figure 8](#) and [Figure 9](#)).

Figure 8. Sample responses to “What was it in particular that made you feel that the park was a welcoming and meaningfully accessible space?”

“Very clean and accessible. Good park attendants with exceptional service.”

- Visitor comment from a Large Park - Omineca Peace Region

“The parks operators and staff I encountered were all extremely welcoming, helpful and went above and beyond to be accommodating and make me feel comfortable.”

- Visitor comment from a Medium Park - Kootenay Okanagan Region

“Park hosts were friendly and helpful. General area seemed clean, organized, and well cared for.”

- Visitor comment from a Small Park - Thompson Cariboo Region

“Exceptionally clean and well maintained. Sites and washrooms were easy to access, and washrooms were fantastically clean. Well done.”

- Visitor comment from a Small Park - North Coast Skeena Region

“Clean, accessible boat ramp. Clean amenities and well-maintained facilities.”

- Visitor comment from a Large Park - South Coast Region

“The Park Rangers were friendly and helpful, the campsites were level and clean, and the outhouses were easy to access.”

- Visitor comment from a Medium Park - West Coast Region

“The new washrooms in the park had been designed with accessibility in mind, which was great to see.”

- Visitor comment from a Large Park - West Coast Region

Note: “Large Parks” are parks with >250,000 visitors per year, “Medium Parks” are parks with 35,000 to 249,999 visitors per year, and “Small Parks” are parks with <35,000 visitors per year.

Figure 9. Responses to “What it was in particular that made you feel that the park was not a welcoming and meaningfully accessible space?”

“Park rangers could not answer basic questions about trails nearby or where to go for things and we had someone go through our campsite rummaging through our belongings in the middle of the night.” - *Visitor comment from a large park - South Coast Region*

“Park manager was extremely rude and had zero people skills!”
- *Visitor comment from a small park - Thompson Cariboo Region*

“Park operators enforced rules with an authoritarian and uncomfortable approach. Seemingly came up with their own rules and enforced them in a highly unprofessional manner...”
- *Visitor comment from a large park - North Coast Skeena Region*

“The park rangers were unfriendly and were unhelpful in managing the clearly habituated bears actively roaming the campsite.” - *Visitor comment from a small park - Omineca Peace Region*

“Broken bridge! Has been broken for a very long time. Not accessible at all. Seriously inconvenient and unpleasant. Why hasn't this been fixed yet?”
- *Visitor comment from a medium park - South Coast Region*

“Park is not accessible to anyone due to neglect of road access and trail conditions.”
- *Visitor comment from a Small Park - West Coast Region*

“Several break-ins in parking lot. Unsafe.” - *Visitor comment from a medium park - South Coast Region*

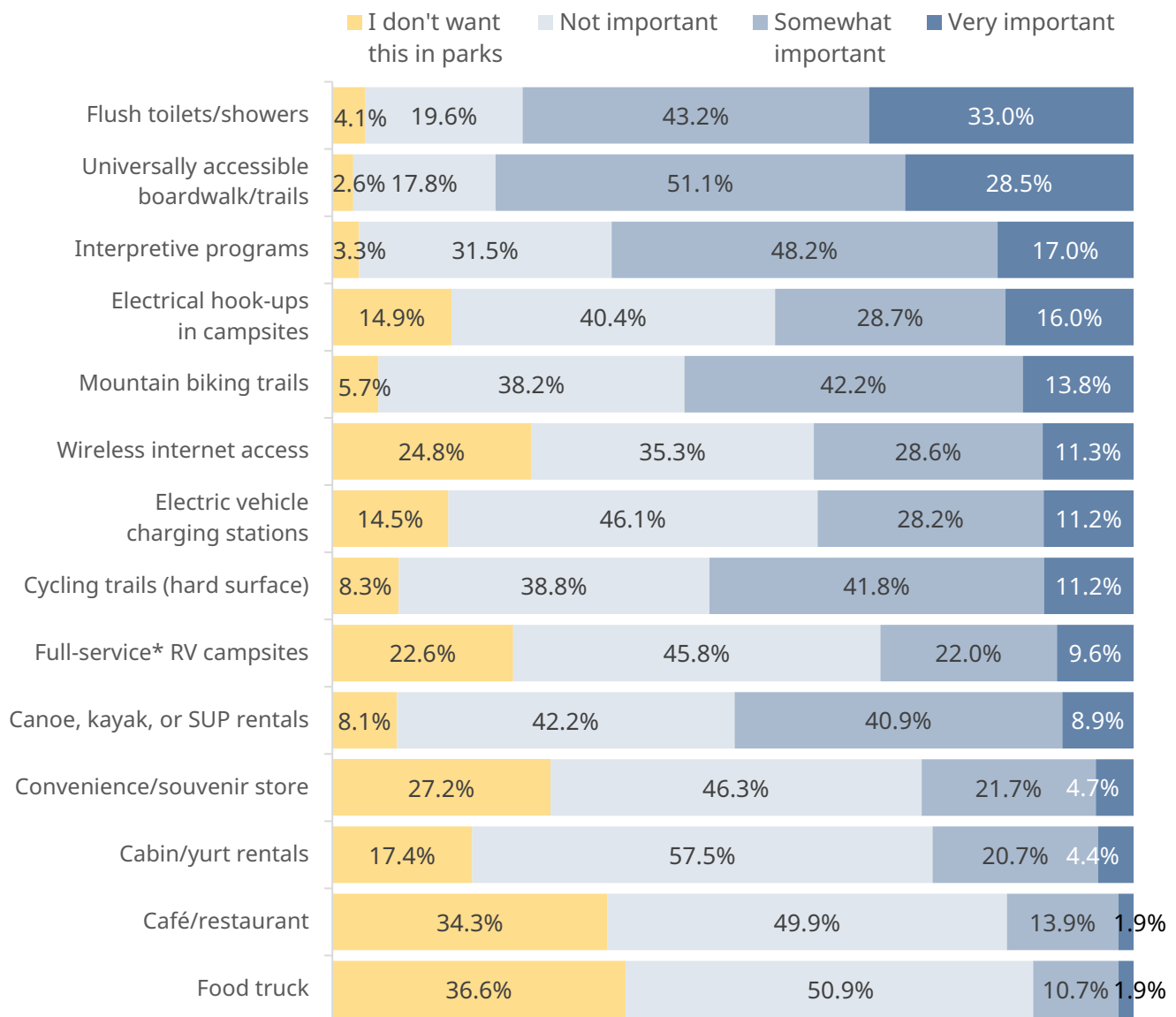
“The campground washrooms both have no lights on at night. This is a security issue and should be addressed, we did not feel safe using the washrooms after dusk!! Not something I would expect when the washrooms have light fixtures in them!!”
- *Visitor comment from a large park - Kootenay Okanagan Region*

Note: “Large parks” are parks with >250,000 visitors per year, “medium parks” are parks with 35,000 to 249,999 visitors per year, and “small parks” are parks with <35,000 visitors per year.

Building for the future

Visitors were also asked how important certain facilities and services are to them. Answers to this question allow BC Parks to potentially identify services for future investment. Figure 10 shows the percentage of respondents who reported that the suggested facilities or services were “not important”, “somewhat important”, “very important”. The percentage of respondents who do not want the facility or service in provincial parks is presented on the left-hand side.

Figure 10. Facility/Service by Importance, 2023 BC Parks Visitor Satisfaction Survey



*Full service includes water, sewer, and electricity.

For visitors to BC Parks, the three facilities or services deemed most important for future investments are:

- "Flush toilets/showers"
- "Universally accessible boardwalk/trails"
- "Interpretive programs"

The three facilities/services identified as having the lowest amount of support include:

- "Food trucks"
- "Cafés/restaurants"
- "Cabin/yurt rentals"

Visitors indicated to want BC Parks to invest most in upgrading and improving upon essential services (for example, washrooms and trails) and educational programs, while there is far less interest in more luxury amenities like food services and accommodation rentals.



Visitor suggestions

The survey asked visitors whether they had any other comments about their visit, or suggestions on how to improve the visitor experience. A total of 7,605 comments were captured from respondents. A random sample of 1,000 comments were selected for coding. These comments were coded according to unique themes. Comments included a mix of suggestions, complaints, compliments, and neutral comments about BC Parks. While only 1000 comments were coded for the purposes of this report, all comments will be reviewed by staff and addressed where possible.

The five subject areas visitors provided comments about most frequently were:

- Park maintenance/cleanliness (n=243)
- The reservation system (n=157)
- Washrooms (n=133)
- Their overall experience (n=107)
- Staff (Park Operators/hosts) (n=102)

A few comments that exemplify the top themes identified are included below (see [Figure 11](#)).

Figure 11. Sample responses to “Do you have comments about your visit to this park or suggestions on how to improve visitor experiences in BC Parks?”

"The park is starting to show some wear - sign posts are rotting and falling over, Bathrooms are showing wear. One main complaint is the large loop first bathroom (by the playground) had a very bad sewer smell (bad and strong smell) all weekend. This made it difficult to be around the area and for those with sites in the area it was unpleasant."

- Visitor complaint - Kootenay Okanagan Region

"Really well-maintained trails and super clean thank you!!"

- Visitor compliment - South Coast Region

"Offer incentives to people who cancel their reservation so that it can be used by others."

- Visitor suggestion - Kootenay Okanagan Region

"The reservation system for camping and day passes could be improved. Having to reserve four months in advance makes people “over reserve” and in the end they do not use the spaces. " - Visitor suggestion - South Coast Region

"This is my favourite park, but the washrooms could use more attention and cleaning."

- Visitor compliment & complaint - Thompson Cariboo Region

"The outhouses need to be pumped / cleaned more often. By the end of August / September, they were pretty gross and smelly. Very difficult to use when they smell that bad."

- Visitor suggestion/complaint - West Coast Region

Figure 11. Sample responses to “Do you have comments about your visit to this park or suggestions on how to improve visitor experiences in BC Parks?” (continued)

"We love BC park roadside campgrounds and have been coming for 60 years! To me, they are the gold standard for roadside camping. Large private sites, we love the hefty picnic tables, the pit toilets are usually well kept, and they are in lovely areas. "

- Visitor compliment - North Coast Skeena Region

"Outstanding park. It's gorgeous and I look forward to returning."

- Visitor compliment - West Coast Region

"Wonderful experience. The park manager was very friendly and helpful."

- Visitor compliment - West Coast Region

Visitor and visit characteristics

This section summarizes the visitor and visit characteristics of the individuals who completed the survey. While this information might be helpful for providing context to the information in this report, it is important to recognize that the individuals who responded to the survey may not be representative of all BC Parks visitors.

RESPONDENT CHARACTERISTICS

Age:

% Respondents			
Under 18 years	18-40 years	41-64 years	65 years and older
0.1%	31.1%	49.7%	19.1%

Gender:

% Respondents		
Male	Female	Non-binary / Other
41.1%	57.8%	1.1%

Ethnicity:

	% Respondents
Single ethnicity selected	96.1%
Arab	0.1%
Black	0.1%
Chinese	3.5%
Filipino	0.9%
First Nations/ Indigenous	1.1%
Korean	0.8%
Japanese	0.6%
Latin American	1.4%
Southeast Asian (e.g., Vietnamese, Cambodian, Laotian, Thai, etc.)	0.6%
South Asian (e.g., Indian, Pakistani, Sri Lankan, etc.)	1.5%
West Asian (e.g., Iranian, Afghan, etc.)	0.4%
White / Caucasian	84.3%
Multiple ethnicities selected	3.9%

Province/country of residence:

% Respondents			
British Columbia	Rest of Canada	USA	International-other
87.0%	7.8%	3.5%	1.7%

Travel time to park (hours):
(BC and AB visitors only)

% Respondents					
Less than 1 hr	1-2 hrs	2-3 hrs	3-4 hrs	4-5 hrs	5+ hrs
34.0%	23.7%	14.8%	8.5%	6.1%	13.0%

Frequency of visiting BC Parks:

% Respondents				
Routine (1+ visits per month)	Frequent (3+ visits per year)	Occasional (1-2 visits per year)	Rare (Fewer than one visit per year)	First visit
33.1%	40.4%	18.4%	4.0%	4.0%

How respondents heard about the survey:

	Count of respondents
Email from BC Parks	11,005
Word of mouth	577
BC Parks social media channels	500
In the park - I saw a poster about the survey	473
BC Parks reservation website home page (camping.bcparks.ca)	297
BC Parks website under 'Get Involved'	91
In the park - a staff member told me about the survey	84
Government of BC social media channels	67

Multiple response question. Respondents could select more than one media type.

PARTY CHARACTERISTICS

Number of people in the party:

User type	Average party size	% Parties with				
		1 person	2 people	3 people	4 people	5 or more
All users	3.8 persons	8.7%	39.6%	12.0%	18.0%	21.7%
Frontcountry campers	4.0 persons	5.6%	39.2%	11.3%	19.4%	24.5%
Backcountry campers	2.9 persons	12.9%	50.6%	13.3%	9.9%	13.3%
Day-use visitors	3.6 persons	14.2%	38.3%	13.4%	16.7%	17.4%
Marine/boating visitors	4.2 persons	3.9%	44.1%	7.7%	18.2%	26.2%

Party composition (ages):

User type	% Parties with members...				
	< 5 years of age	5-17 years of age	18-40 years of age	41-64 years of age	65 years of age or older
All users	11.0%	29.1%	43.4%	58.4%	25.0%
Frontcountry campers	13.5%	36.0%	37.7%	62.9%	28.9%
Backcountry campers	1.1%	13.4%	71.0%	39.3%	5.0%
Day-use visitors	7.7%	18.4%	49.7%	52.6%	20.4%
Marine/boating visitors	12.9%	24.4%	50.2%	63.0%	30.2%

Multiple response question. Responses do not total to 100%.

Mode of transportation to park:

% Parties who travelled by...	User type				
	All users	Frontcountry campers	Backcountry campers	Day-use visitors	Marine /boating visitors
Personal vehicle	92.9%	95.1%	86.1%	90.7%	69.2%
Vehicle rental/car share	2.9%	3.2%	5.3%	2.1%	0.0%
Bicycle/e-bike	1.0%	0.9%	0.5%	1.5%	0.0%
Public transit	0.2%	0.1%	3.2%	<0.1%	0.0%
BC Parks shuttle	0.1%	<0.1%	1.4%	0.1%	0.0%
Tour bus/school bus	0.1%	<0.1%	1.5%	<0.1%	0.0%
Boat	0.9%	0.5%	1.1%	0.5%	30.8%
On foot	1.7%	0.1%	0.7%	5.1%	0.0%
Hitchhiked	<0.1%	<0.1%	0.1%	0.0%	0.0%
Other	<0.1%	<0.1%	0.1%	<0.1%	0.0%

Accessibility requirements:

User type	% Parties with someone in the group with a physical accessibility requirement
All users	6.3%
Frontcountry campers	6.6%
Backcountry campers	3.1%
Day-use visitors	6.1%
Marine/boating visitors	6.7%

Newcomer status:

User type	% Parties with someone who considers themselves to be a newcomer to Canada
All users	6.7%
Frontcountry campers	5.8%
Backcountry campers	13.3%
Day-use visitors	7.5%
Marine/boating visitors	1.0%

TRIP CHARACTERISTICS
Month visited:

% Parties visited in...		
January	February	March
0.2%	0.4%	0.5%
April	May	June
0.6%	4.4%	11.4%
July	August	September
24.8%	43.9%	13.7%

Note: The survey was conducted between May and September, meaning that most responses were likely about visits during this period.

Main purpose of the visit:

% Parties			
Frontcountry camping	Backcountry camping	Day-use	Marine/boating visitors
62.1%	5.4%	31.3%	1.2%

Frontcountry camping reservation status:

% Frontcountry camping parties who camped...	
With a reservation	First come, first served
87.9%	12.1%

Length of time in the park (in hours) (day-use visitors):

% Parties				
<1 hour	1-2 hours	3-4 hours	4-7 hours	8 hours or more
6.2%	19.8%	36.8%	29.9%	7.3%

Number of nights spent in park:

Average nights	Frontcountry campers with reservation			
	% Parties who spent...			
3.7	1 night	2 nights	3 nights	4 nights
	11.7%	21.7%	27.7%	15.2%
	5 nights	6 nights	7 nights	8 or more nights
	7.7%	4.1%	4.6%	7.2%

Number of nights spent in park (continued):

Frontcountry campers: first come, first served

Average nights	% Parties who spent...			
3.5	1 night	2 nights	3 nights	4 nights
	28.3%	20.4%	18.2%	15.0%
	5 nights	6 nights	7 nights	8 or more nights
	4.1%	2.2%	1.8%	9.9%

Backcountry campers

Average nights	% Parties who spent...			
2.0	1 night	2 nights	3 nights	4 nights
	49.0%	27.5%	12.4%	5.9%
	5 nights	6 nights	7 nights	8 or more nights
	2.4%	1.1%	0.6%	1.3%

Camping shelters used (all overnight visitors):

	Count of respondents
Tent(s)	5,767
Trailer up to 18 feet	1,778
Trailer or RV up to 32 feet	3,567
Trailer or RV over 32 feet	379
Van/camper	1,165
Cabin/yurt	51
Backcountry shelter	25
Other	89

Multiple response question. Respondents could select more than one shelter type.

Activities participated in during park visit:

	Count of respondents
Nature walk	8,431
Hiking	7,329
Swimming	7,032
Canoe/kayak/SUP/human-powered watercraft	3,598
Sightseeing	3,348
Picnic	2,636
Photography	2,631
Biking/e-biking	2,609
Boating	967
Running	585
Special event	232
Fishing	187
Camping	111

Activities participated in during park visit (Continued):

	Count of respondents
Relaxing	53
Skiing/snowshoeing/winter activities	48
Beach	38
Climbing	36
Playground	34
Other	203

Multiple response question. Respondents could select more than one activity type.

Appendix A: Detailed survey methodology

Survey administration/data collection

The 2023 BC Parks Visitor Satisfaction Survey trialed a new method for gathering visitor feedback, relying solely on an online survey that was promoted through multiple channels. The survey was programmed into the Government of BC's Bang the Table platform and was available for completion between June 19 and September 15, 2023. At the time of launch, the survey was promoted through several channels including BC Parks social media, the govTogetherBC website, the BC Parks website, the BC Parks reservation website, tourism organizations such as Destination BC, emails to day-use pass holders, and in-park posters. The role of Park Operators in securing survey completions was greatly reduced compared to previous years' iterations. In early September, all visitors who had a frontcountry or backcountry camping reservation during the 2023 summer season were emailed an invitation to participate.

Data cleaning

After the survey closed, raw survey data was exported from Bang the Table and securely provided to R.A. Malatest & Associates, a B.C.-based research vendor that was contracted to analyze and report on provincial key findings, and findings for each park that had at least 20 survey completions (*i.e.*, minimum sample). Cleaning rules for each park were determined using BC Parks administrative data and cases were removed if respondents reported visiting the park for a use not supported by park type (for example, someone reported camping in a park that is day-use only). Only a small number of cases ($n=113$) were removed from the sample (0.8% of the original data).

Survey weights

To correct for any overrepresentation of individual parks in the data, survey weights were calculated using BC Parks administrative data (visitor volumes by park). All provincial-level scores in this report were calculated using the survey weights.

Sampling error

The estimated margin of error for the provincial-level results in this report is $\pm 0.8\%$, at the 95% confidence level. This means 19 times out of 20, the true population values are within $\pm 0.8\%$, of the reported value. A margin of error of $\pm 0.8\%$ bodes well for the overall quality of the data as an accepted level for most survey research is $\pm 5.0\%$.

Descriptive statistics

Most analyses in this report centre on percent positive results, which represent the percentage of respondents who answered with either "satisfied" or "very satisfied" to the question. Percentages were calculated using a denominator that excluded invalid responses (*i.e.*, "prefer not to say" and "not applicable"). Mean scores (out of 5) were also calculated and reported.

Journey map category scores

Survey question results for common amenity and service themes were bundled together to provide an overall dimension score and these dimension scores were plotted along a park visitor journey. Journey map scores are either mean satisfaction scores (out of 5) for a single survey item or a composite mean score of two or more survey questions. For categories with a single item, the weighted visitor satisfaction score for that item was used. For composite scores, an average of the items was used. A composite score is also informed by the number of respondents who answered each of the individual items. For example, the 'website/phone service' score of 3.90 is not calculated by taking the average of the aggregate mean scores for each item. Rather, each item contributes a weighted amount that is proportionate to the number of respondents who completed each item.

Priority matrix

A priority matrix was used to identify areas of strength and possible opportunities for improvement with a priority matrix. For each amenity/service area, the priority matrix plots correlation scores (the magnitude of the relationship between the overall park satisfaction score and each amenity/service area's satisfaction score) with the mean satisfaction score for each amenity/service area. Depending on which quadrant they fall in, individual amenity/service areas can be categorized as:

- **Opportunities for improvement:** Amenities that have low satisfaction scores and are highly correlated with overall satisfaction.
- **Areas of strength:** Amenities that have high satisfaction scores and are highly correlated with overall satisfaction.
- **Areas to monitor:** Amenities that have low satisfaction scores but are not highly correlated with overall satisfaction.
- **Areas to maintain:** Amenities that have high satisfaction scores but are not highly correlated with overall satisfaction.

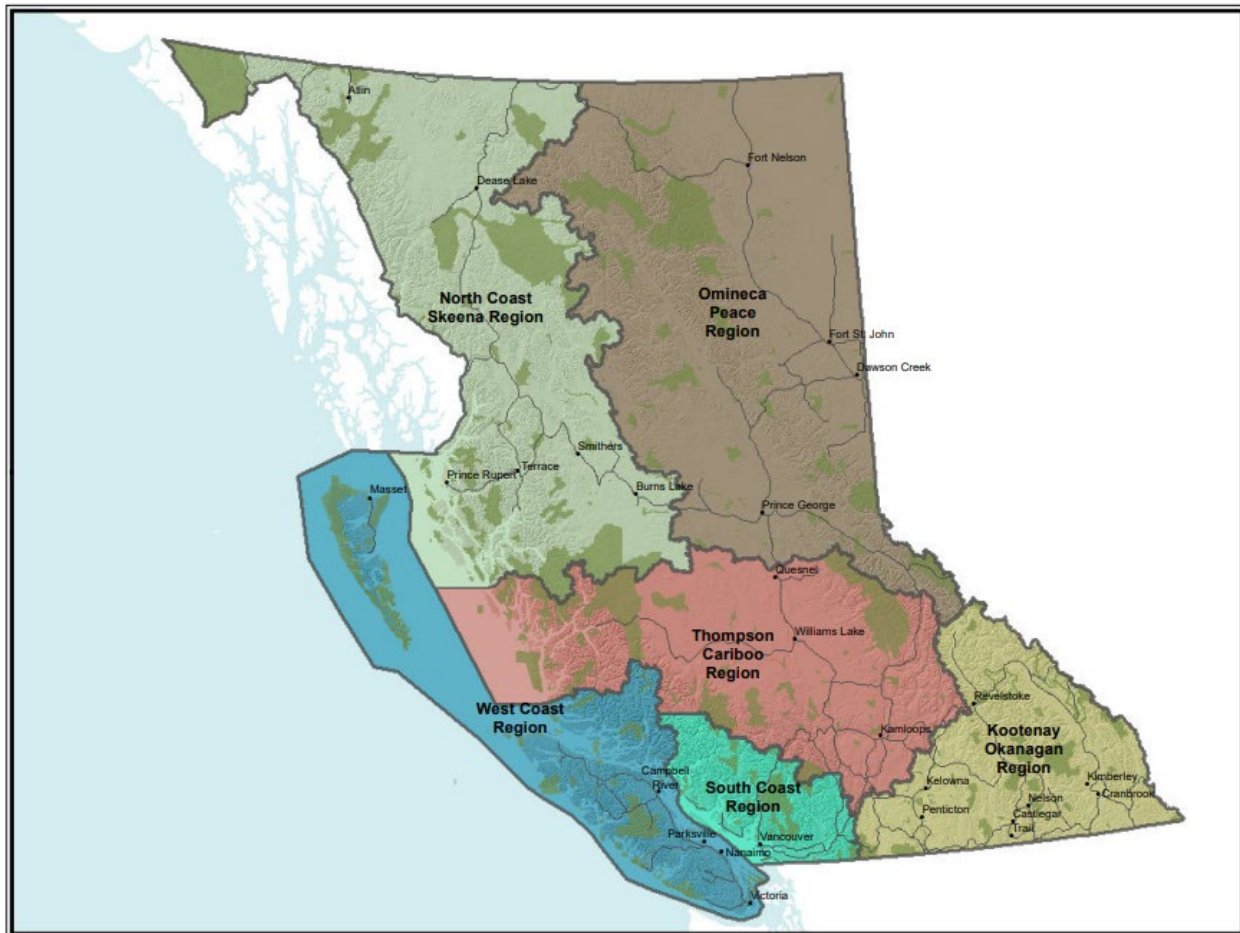
Appendix B: List of BC Parks with survey completions for 2023

Large Parks (Parks with an estimated 250,000 or more visitors per year)		
Alice Lake Park (n=247)	Juan De Fuca Park (n=251)	Murrin Park (n=6)
Bridal Veil Falls Park (n=5)	Kalamalka Lake Park (n=23)	Porteau Cove Park (n=105)
Cultus Lake Park (n=438)	Kokanee Creek Park (n=197)	Rath Trevor Beach Park (n=493)
Cypress Park (n=40)	Lakelse Lake Park (n=126)	Sasquatch Park (n=225)
E.C. Manning Park (n=532)	Liard River Hot Springs Park (n=75)	Shannon Falls Park (n=8)
Englishman River Falls Park (n=168)	Little Qualicum Falls Park (n=197)	Sooke Potholes Park (n=16)
Golden Ears Park (n=983)	Mount Robson Park (n=255)	Stawamus Chief Park (n=23)
Goldstream Park (n=299)	Mount Seymour Park (n=40)	Wells Gray Park (n=190)
Medium Parks (Parks with an estimated 35,000 to 249,999 visitors per year)		
Ancient Forest/Chun T'oh Whudujut Park (n=4)	Kettle River Recreation Area (n=178)	Roberts Memorial Park (n=1)
Bamberton Park (n=95)	Kikomun Creek Park (n=187)	Rolley Lake Park (n=133)
Bear Creek Park (n=178)	Kleanza Creek Park (n=9)	Rosewall Creek Park (n=4)
Beatton Park (n=12)	Kootenay Lake Park (n=58)	Ruckle Park (n=46)
Beaumont Park (n=18)	Lac Le Jeune Park (n=130)	Sxótsaqel / Chilliwack Lake Park (n=272)
Blanket Creek Park (n=143)	ŁÁU,WELNEW/John Dean Park (n=8)	Saltery Bay Park (n=30)
Brandywine Falls Park (n=18)	Mabel Lake Park (n=193)	Sargeant Bay Park (n=1)
Bromley Rock Park (n=24)	Mansons Landing Park (n=1)	Saysutshun (Newcastle Island Marine) Park (n=56)
Burgoyne Bay Park (n=4)	Mara Park (n=1)	Shuswap Lake Park (n=252)
Champion Lakes Park (n=53)	Marble Canyon Park (n=10)	Silver Lake Park (n=38)
Charlie Lake Park (n=18)	Martha Creek Park (n=110)	Skaha Bluffs Park (n=17)
Christina Lake Park (n=26)	McDonald Creek Park (n=135)	Smelt Bay Park (n=41)
Coquihalla Canyon Park (n=1)	Miracle Beach Park (n=336)	Spider Lake Park (n=1)
Cowichan River Park (n=57)	Moberly Lake Park (n=36)	Sproat Lake Park (n=76)
Crooked River Park (n=46)	Monck Park (n=154)	Stagleap Park (n=1)
Diana Lake Park (n=2)	Montague Harbour Marine Park (n=67)	Stamp River Park (n=34)
Drumbeg Park (n=5)	Mount Fernie Park (n=82)	Steelhead Park (n=7)
Elk Falls Park (n=158)	Moyie Lake Park (n=87)	Stemwinder Park (n=25)
Ellison Park (n=123)	Muncho Lake Park (n=13)	Stone Mountain Park (n=9)
Fillongley Park (n=25)	Myra-Bellevue Park (n=9)	Strathcona Park (n=393)
Fintry Park (n=170)	Naikoon Park (n=9)	Summit Lake Park (n=44)
French Beach Park (n=181)	Nairn Falls Park (n=94)	Sun-Oka Beach Park (n=9)
Garibaldi Park (n=388)	Nancy Greene Park (n=6)	Swan Lake Park (n=10)
Gladstone Park (n=92)	Norbury Lake Park (n=20)	síwíws Park (n=50)
Gordon Bay Park (n=200)	North Thompson River Park (n=86)	Syringa Park (n=85)
Gowlland Tod Park (n=13)	Okanagan Lake Park (n=256)	Taylor Arm Park (n=6)
Green Lake Park (n=126)	Paarens Beach Park (n=23)	Ten Mile Lake Park (n=62)
Helliwell Park (n=7)	Paul Lake Park (n=72)	Tribune Bay Park (n=8)
Herald Park (n=167)	Petroglyph Park (n=1)	Tsutswecw Park (n=1)
Inland Lake Park (n=158)	Porpoise Bay Park (n=130)	Tunkwa Park (n=20)
James Chabot Park (n=1)	Premier Lake Park (n=32)	Tyhee Lake Park (n=40)
Jimsmith Lake Park (n=32)	Purden Lake Park (n=47)	Vaseux Lake Park (n=1)
Joffre Lakes Park (n=54)	Rearguard Falls Park (n=1)	Wasa Lake Park (n=78)
Juniper Beach Park (n=67)	Rebecca Spit Marine Park (n=4)	West Lake Park (n=2)
Kekuli Bay Park (n=131)	Roberts Creek Park (n=7)	Whiteswan Lake Park (n=13)

Small Parks (Parks with an estimated less than 35,000 visitors per year)		
Adams Lake Park (n=10)	Francis Point Park (n=6)	Pirates Cove Marine Park (n=6)
Alexandra Bridge Park (n=2)	Gabriola Sands Park (n=3)	Plumper Cove Marine Park (n=9)
Allison Lake Park (n=39)	Goldpan Park (n=4)	Prudhomme Lake Park (n=14)
Anderson Flats Park (n=1)	Gwillim Lake Park (n=11)	Puntchesakut Lake Park (n=2)
Anhluut'ukwsim Laxmihl Angwinga'asanskwhl Nisga'a (Nisga'a Memorial Lava Bed Park) (n=5)	Halkett Bay Park (n=3)	Red Bluff Park (n=23)
Arrow Lakes Park (n=20)	Hemer Park (n=2)	Roche Lake Park (n=2)
Babine Mountains Park (n=5)	Horsefly Lake Park (n=15)	Roscoe Bay Park (n=1)
Bellhouse Park (n=1)	Inkaneep Park (n=2)	Rosebery Park (n=19)
Big Bar Lake Park (n=37)	Jedediah Island Marine Park (n=3)	Ross Lake Park (n=1)
Birkenhead Lake Park (n=129)	Jewel Lake Park (n=6)	Sandwell Park (n=3)
Bodega Ridge Park (n=1)	Johnstone Creek Park (n=3)	Say Nuth Khaw Yum Park/ Indian Arm Park (n=3)
Boundary Creek Park (n=3)	Kennedy Lake Park (n=1)	Schoen Lake Park (n=4)
Bowron Lake Park (n=99)	Kentucky-Alleyne Park (n=74)	Seeley Lake Park (n=5)
Boyle Point Park (n=1)	Kinaskan Lake Park (n=19)	Shuswap Lake Marine Park (n=8)
Bridge Lake Park (n=1)	Kokanee Glacier Park (n=29)	Silver Beach Park (n=1)
Buckinghorse River Wayside Park (n=2)	Koksilah River Park (n=2)	Skagit Valley Park (n=6)
Bugaboo Park (n=6)	Lockhart Beach Park (n=15)	Skookumchuck Narrows Park (n=2)
Bull Canyon Park (n=3)	Loveland Bay Park (n=91)	Smuggler Cove Marine Park (n=8)
Cape Scott Park (n=69)	Main Lake Park (n=12)	Sowchea Bay Park (n=14)
Carmanah Walbran Park (n=9)	Malaspina Park (n=1)	Spatsizi Plateau Wilderness Park (n=1)
Carp Lake Park (n=10)	Maquinna Marine Park (n=1)	Sugarbowl-Grizzly Den Park (n=3)
Cathedral Park (n=23)	McConnell Lake Park (n=1)	s̓x̓w̓ə̓x̓w̓nitk̓w̓ Park (n=35)
Chasm Park (n=3)	Meziadin Lake Park (n=62)	Ta Ch'ila Park/ Boya Lake Park (n=33)
Conkle Lake Park (n=14)	Monkman Park (n=2)	Tudyah Lake Park (n=3)
Copeland Islands Marine Park (n=4)	Morton Lake Park (n=21)	Vargas Island Park (n=2)
Desolation Sound Marine Park (n=40)	Mount Maxwell Park (n=4)	Wakes Cove Park (n=1)
Dionisio Point Park (n=11)	Niskonlith Lake Park (n=3)	Wallace Island Marine Park (n=13)
Discovery Island Marine Park (n=2)	Okanagan Mountain Park (n=8)	Walloper Lake Park (n=1)
Downing Park (n=6)	Okeover Arm Park (n=3)	Whiskers Point Park (n=26)
Dry Gulch Park (n=29)	One Island Lake Park (n=2)	White Lake Park (n=3)
Elk Lakes Park (n=9)	Otter Lake Park (n=40)	Yahk Park (n=15)
Emory Creek Park (n=14)	Pinecone Burke Park (n=10)	
Enderby Cliffs Park (n=3)	Pinnacles Park (n=1)	

Note: Park level reports were generated for parks with n=20 or more completions.

Appendix C: BC Parks Region Map



Source: BC Parks

Appendix D: Journey map scores by user type

Table D.1. Journey map service category scores by user type, 2023 BC Parks Visitor Satisfaction Survey

User type	Pre-park			Park arrival		In-park					End of visit	
	Website / phone service	Reserving a campsite	Reserving a day-use pass	Arrival experience	Finding a campsite (FCFS)	Park Amenities	Park maintenance / cleanliness	Park atmosphere	Accessibility (all parties)	Accessibility (parties with accessibility requirements)	Value for fee	Overall satisfaction
Frontcountry campers	4.00	3.93	n/a	4.25	3.62	4.13	4.24	4.13	4.29	3.98	4.05	4.17
Backcountry campers	3.90	3.72	n/a	3.89	n/a	3.95	3.90	4.07	4.03	2.90	4.39	4.20
Day-use visitors	3.67	n/a	3.42	3.71	n/a	3.88	3.94	4.05	4.02	3.66	n/a	4.05
Marine /boating visitors	3.46	2.79	n/a	3.45	n/a	3.72	3.88	4.08	4.07	4.10	4.16	3.74

Note: Visitor “high points” are shaded in blue, while visitor “low points” are shaded in yellow.

Appendix E: Detailed visitor satisfaction scores

Table E.1 displays the response details for the overall satisfaction question and each amenity/service, along with mean satisfaction scores. Scores for each question are presented overall (“all users”) and by user type (where applicable).

Table E.1. Detailed visitor satisfaction scores for BC Parks, 2023 BC Parks Visitor Satisfaction Survey

Survey question	User type	Completions (n)	Very dissatisfied	Dissatisfied	Neutral	Satisfied	Very satisfied	Mean score
Overall satisfaction	All users	13,515	5.2%	5.5%	6.6%	36.9%	45.9%	4.13
	Frontcountry campers	11,043	5.0%	5.5%	5.4%	35.5%	48.5%	4.17
	Backcountry campers	1,064	2.1%	8.3%	6.3%	34.7%	48.7%	4.20
	Day-use visitors	1,256	5.6%	5.0%	8.6%	40.5%	40.3%	4.05
	Marine/boating visitors	152	14.2%	3.2%	17.1%	25.6%	39.9%	3.74
Satisfaction with individual amenities/services areas								
Survey Question	User type	Completions (n)	Very dissatisfied	Dissatisfied	Neutral	Satisfied	Very satisfied	Mean score
BC Parks website (usefulness)	All users	12,914	3.3%	7.8%	11.9%	44.1%	32.8%	3.95
	Frontcountry campers	10,801	3.1%	5.7%	9.7%	46.1%	35.4%	4.05
	Backcountry campers	1,030	0.9%	8.2%	6.1%	55.2%	29.7%	4.05
	Day-use visitors	958	4.4%	13.2%	18.5%	36.9%	27.0%	3.69
	Marine/boating visitors	125	8.0%	12.0%	30.2%	25.0%	24.8%	3.47
Reservation website (usefulness)	All users	11097	5.0%	9.6%	10.1%	43.2%	32.1%	3.88
	Frontcountry campers	10061	4.8%	9.1%	9.9%	43.4%	32.9%	3.90
	Backcountry campers	939	4.8%	13.8%	11.6%	44.5%	25.3%	3.72
	Marine/boating visitors	97	17.9%	29.6%	18.6%	23.7%	10.3%	2.79
Ease of reserving campsite, if available	All users	9,976	4.4%	8.9%	8.4%	42.3%	36.0%	3.96
	Frontcountry campers	9,976	4.4%	8.9%	8.4%	42.3%	36.0%	3.96
Availability of first come, first served campsites	All users	894	13.8%	11.5%	7.8%	33.0%	33.9%	3.62
	Frontcountry campers	894	13.8%	11.5%	7.8%	33.0%	33.9%	3.62
Day-use pass reservation website (information provided)*	All users	228	11.6%	7.9%	19.9%	39.5%	21.1%	3.51
	Day-use visitors	228	11.6%	7.9%	19.9%	39.5%	21.1%	3.51
Ease of reserving day-use pass, if available*	All users	207	25.2%	16.2%	20.5%	17.0%	21.1%	2.92
	Day-use visitors	207	25.2%	16.2%	20.5%	17.0%	21.1%	2.92

Survey question	User type	Completions (n)	Very dissatisfied	Dissatisfied	Neutral	Satisfied	Very satisfied	Mean score
BC Parks call centre	All users	3,353	8.4%	9.4%	43.3%	23.8%	15.0%	3.28
	Frontcountry campers	2,865	8.1%	10.8%	38.6%	26.6%	15.9%	3.32
	Backcountry campers	232	16.0%	15.9%	45.1%	13.6%	9.5%	2.85
	Day-use visitors	227	7.6%	3.7%	56.6%	18.0%	14.0%	3.27
	Marine/boating visitors	29	10.9%	8.6%	47.6%	32.8%	0.0%	3.02
Parking options/parking lot	All users	10,119	4.6%	8.8%	10.1%	42.6%	33.9%	3.92
	Frontcountry campers	7,899	2.6%	4.2%	11.1%	44.5%	37.6%	4.10
	Backcountry campers	924	1.6%	22.6%	5.6%	40.2%	30.0%	3.74
	Day-use visitors	1,185	7.9%	13.2%	9.4%	40.2%	29.3%	3.70
	Marine/boating visitors	111	11.1%	20.3%	7.8%	42.5%	18.3%	3.37
Check-in process (efficiency)	All users	11,663	2.9%	3.8%	9.5%	36.3%	47.6%	4.22
	Frontcountry campers	10,481	2.2%	3.2%	5.7%	37.3%	51.7%	4.33
	Backcountry campers	683	1.9%	4.6%	20.6%	40.0%	32.9%	3.97
	Day-use visitors	417	8.9%	9.0%	35.7%	26.7%	19.7%	3.39
	Marine/boating visitors	82	4.2%	6.2%	17.1%	28.0%	44.5%	4.02
Number of people in the park	All users	13,276	1.7%	5.1%	16.6%	47.4%	29.3%	3.97
	Frontcountry campers	10,880	1.7%	3.6%	13.4%	49.3%	32.0%	4.06
	Backcountry campers	1,048	1.0%	12.3%	23.4%	42.6%	20.6%	3.70
	Day-use visitors	1,210	1.8%	6.8%	21.7%	44.2%	25.5%	3.85
	Marine/boating visitors	138	3.4%	4.6%	14.9%	55.3%	21.9%	3.88
Maintenance of the park	All users	13,405	4.4%	7.7%	5.7%	36.4%	45.7%	4.11
	Frontcountry campers	10,954	3.0%	5.6%	5.2%	35.3%	50.9%	4.25
	Backcountry campers	1,060	8.7%	10.7%	6.6%	31.9%	42.1%	3.88
	Day-use visitors	1,244	6.6%	11.0%	6.5%	39.9%	36.0%	3.88
	Marine/boating visitors	147	3.3%	19.9%	5.4%	27.1%	44.3%	3.89
Cleanliness of the park	All users	13,394	2.1%	6.1%	4.9%	34.0%	52.9%	4.29
	Frontcountry campers	10,972	2.1%	3.9%	3.8%	33.2%	57.1%	4.39
	Backcountry campers	1,049	0.8%	15.3%	6.6%	25.8%	51.5%	4.12
	Day-use visitors	1,228	2.4%	8.4%	6.9%	37.5%	44.8%	4.14
	Marine/boating visitors	145	4.5%	18.4%	4.2%	24.5%	48.4%	3.94

Survey question	User type	Completions (n)	Very dissatisfied	Dissatisfied	Neutral	Satisfied	Very satisfied	Mean score
Washrooms (cleanliness)	All users	12,554	4.5%	9.7%	9.6%	38.5%	37.7%	3.95
	Frontcountry campers	10,443	4.6%	8.2%	7.7%	37.4%	42.0%	4.04
	Backcountry campers	1,014	2.5%	13.8%	18.7%	33.8%	31.2%	3.77
	Day-use visitors	970	4.0%	12.8%	12.2%	42.7%	28.3%	3.78
	Marine/boating visitors	127	15.4%	7.8%	11.7%	28.0%	37.1%	3.64
Washrooms (accessibility) (all parties)	All users	11,919	2.8%	4.4%	8.8%	45.0%	39.0%	4.13
	Frontcountry campers	9,885	1.9%	3.6%	7.6%	43.4%	43.6%	4.23
	Backcountry campers	931	4.8%	6.9%	17.5%	41.2%	29.6%	3.84
	Day-use visitors	978	4.0%	5.9%	10.1%	49.8%	30.2%	3.96
	Marine/boating visitors	125	14.9%	1.8%	7.8%	32.1%	43.4%	3.87
Washrooms (accessibility) (parties with accessibility requirements**)	All users	797	5.9%	14.5%	5.9%	42.8%	30.9%	3.78
	Frontcountry campers	675	4.5%	9.4%	8.1%	43.8%	34.2%	3.94
	Backcountry campers	17	0.0%	70.0%	0.0%	21.7%	8.3%	2.68
	Day-use visitors	101	9.4%	20.0%	2.0%	42.3%	26.4%	3.56
	Marine/boating visitors	4	-	-	-	-	-	-
Amenities	All users	12,656	2.7%	5.3%	13.2%	45.9%	32.9%	4.01
	Frontcountry campers	10,530	1.9%	5.3%	11.2%	45.8%	35.9%	4.08
	Backcountry campers	934	1.0%	10.6%	18.6%	38.4%	31.4%	3.89
	Day-use visitors	1,057	4.2%	4.5%	16.8%	47.9%	26.6%	3.88
	Marine/boating visitors	135	17.9%	3.2%	12.5%	36.0%	30.5%	3.58
Noise levels	All users	13,337	3.3%	6.5%	9.4%	41.0%	39.8%	4.07
	Frontcountry campers	10,968	4.4%	7.0%	8.4%	41.3%	38.9%	4.03
	Backcountry campers	1,030	1.4%	4.9%	12.0%	38.4%	43.2%	4.17
	Day-use visitors	1,196	1.4%	6.0%	11.0%	41.3%	40.4%	4.13
	Marine/boating visitors	143	4.0%	2.0%	12.4%	27.6%	53.9%	4.25
Clarity of park/trail signage	All users	13,113	2.5%	6.0%	8.7%	47.3%	35.6%	4.08
	Frontcountry campers	10,715	1.3%	4.4%	8.1%	47.9%	38.4%	4.18
	Backcountry campers	1,041	3.5%	6.7%	11.0%	44.0%	34.7%	4.00
	Day-use visitors	1,216	4.6%	8.8%	9.2%	46.9%	30.4%	3.9
	Marine/boating visitors	141	0.4%	15.7%	14.7%	40.8%	28.5%	3.81

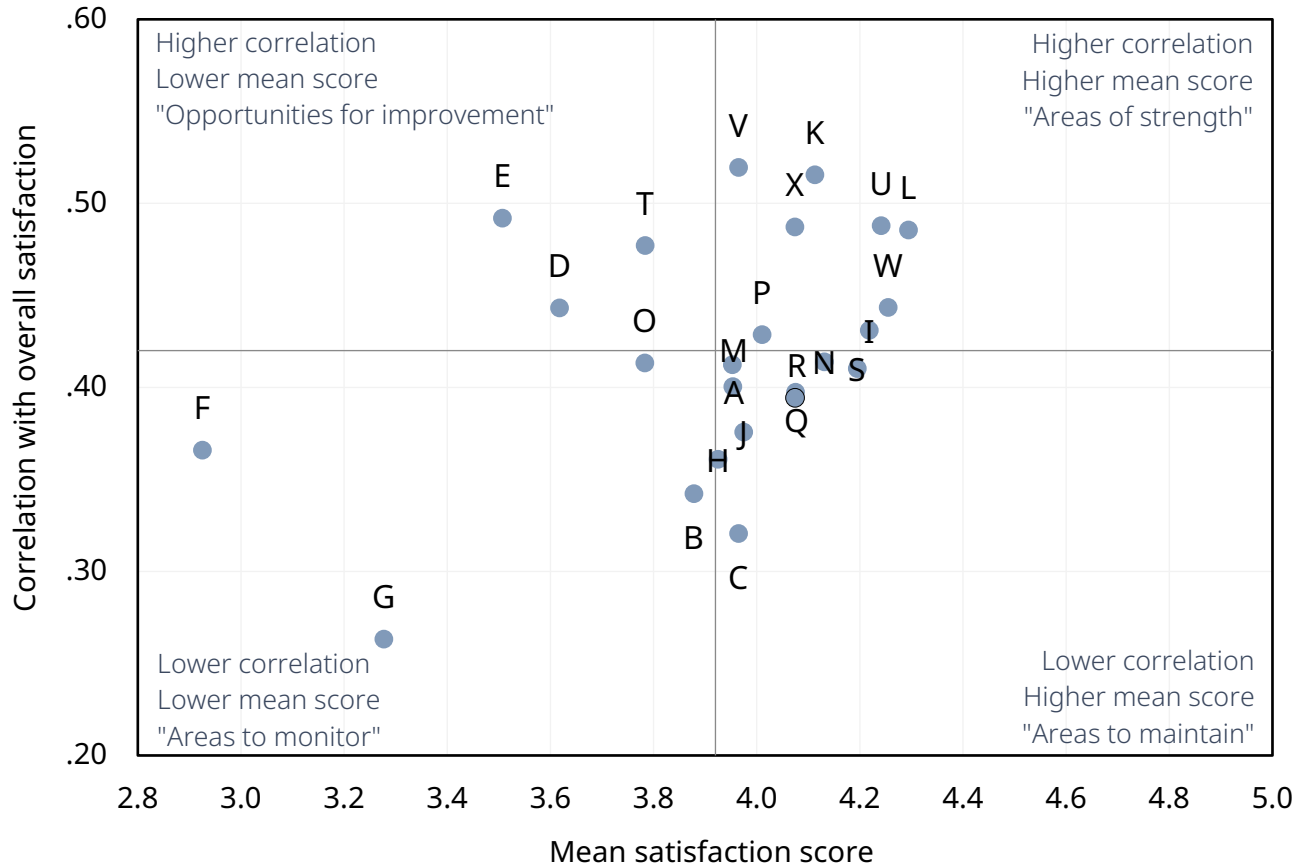
Survey question	User type	Completions (n)	Very dissatisfied	Dissatisfied	Neutral	Satisfied	Very satisfied	Mean score
Accessibility of trails and pathways (all parties)	All users	12,487	1.9%	3.6%	8.0%	46.3%	40.3%	4.19
	Frontcountry campers	10,245	1.2%	2.3%	6.8%	48.1%	41.7%	4.27
	Backcountry campers	931	1.0%	8.8%	9.8%	42.9%	37.5%	4.07
	Day-use visitors	1,175	3.5%	5.5%	10.0%	42.9%	38.2%	4.07
	Marine/boating visitors	136	1.8%	1.1%	9.2%	55.6%	32.3%	4.16
Accessibility of trails and pathways (parties with accessibility requirements)**	All users	807	6.8%	10.7%	8.0%	46.6%	28.0%	3.78
	Frontcountry campers	673	3.3%	7.5%	11.1%	49.5%	28.6%	3.93
	Backcountry campers	17	1.6%	68.4%	0.6%	22.3%	7.1%	2.65
	Day-use visitors	110	14.5%	12.1%	2.5%	41.1%	29.7%	3.59
	Marine/boating visitors	7	2.1%	9.4%	1.1%	87.4%	0.0%	3.74
Ease of access, overall (all parties)	All users	13,343	1.9%	3.4%	6.7%	44.4%	43.5%	4.24
	Frontcountry campers	10,912	1.1%	1.7%	4.7%	46.6%	46.0%	4.35
	Backcountry campers	1,039	0.8%	8.1%	9.8%	43.0%	38.3%	4.10
	Day-use visitors	1,244	3.6%	6.0%	10.5%	40.3%	39.5%	4.06
	Marine/boating visitors	148	4.2%	6.9%	1.9%	48.6%	38.3%	4.10
Ease of access, overall (parties with accessibility requirements)**	All users	847	4.6%	4.9%	14.6%	41.2%	34.7%	3.96
	Frontcountry campers	710	2.3%	4.3%	11.1%	49.4%	32.9%	4.06
	Backcountry campers	17	1.6%	0.3%	65.1%	24.7%	8.3%	3.38
	Day-use visitors	114	10.0%	6.3%	18.4%	26.2%	39.1%	3.78
	Marine/boating visitors	6	0.0%	10.5%	0.0%	18.5%	71.0%	4.50
Sense of security in the park	All users	13,325	2.1%	3.2%	7.3%	41.8%	45.6%	4.25
	Frontcountry campers	10,935	1.8%	3.0%	7.2%	40.9%	47.1%	4.28
	Backcountry campers	1,031	0.6%	1.5%	4.9%	46.1%	46.9%	4.37
	Day-use visitors	1,214	2.9%	3.6%	7.8%	43.3%	42.4%	4.19
	Marine/boating visitors	145	1.1%	12.7%	11.5%	34.2%	40.5%	4.00
Value for reservation/camp site fee	All users	12,120	3.2%	7.0%	9.7%	39.4%	40.7%	4.07
	Frontcountry campers	10,979	3.4%	7.2%	9.8%	40.3%	39.3%	4.05
	Backcountry campers	1,024	0.6%	3.9%	8.9%	29.6%	57.0%	4.39
	Marine/boating visitors	117	2.2%	8.4%	7.9%	34.5%	47.0%	4.16

*Results limited to the four parks that required a Day-Use Pass in 2023

**Results limited to groups that included someone with a physical accessibility requirement.

Appendix F: Provincial-level priority matrix – detailed figure

Figure F. Priority matrix for BC Parks, 2023 BC Parks Visitor Satisfaction Survey



Legend

A	BC Parks website (usefulness)	M	Washrooms (cleanliness)
B	Reservation website (usefulness)	N	Washrooms (accessibility) (all parties)
C	Ease of reserving campsite, if available	O	Washrooms (accessibility) (parties with accessibility requirements)
D	Availability of first come, first served campsites	P	Amenities
E	Day-use pass website (information provided)	Q	Noise levels
F	Ease of reserving day-use pass, if available	R	Clarity of park/trail signage
G	BC Parks call centre	S	Accessibility of trails and pathways (all parties)
H	Parking options/parking lots	T	Accessibility of trails and pathways (parties with accessibility requirements)
I	Check-in process (efficiency)	U	Ease of access, overall (all parties)
J	Number of people in the parks	V	Ease of access, overall (parties with accessibility requirements)
K	Maintenance of the parks	W	Sense of security in the parks
L	Cleanliness of the parks	X	Value for reservation/campsite fee