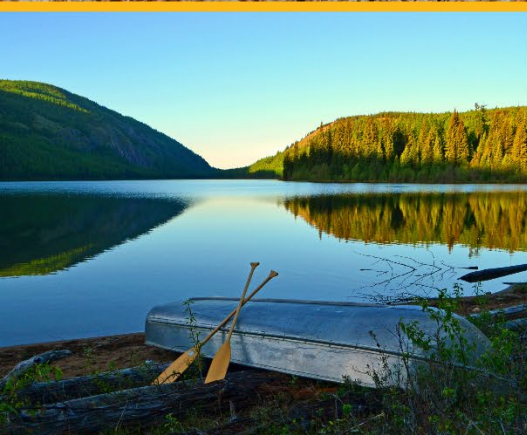




BC Parks

2024 BC Parks Visitor Satisfaction Survey

Marine/Boating Report



Executive summary

BC Parks Visitor Satisfaction Survey - project background

- The BC Parks Visitor Satisfaction Survey has been conducted annually since 1986. Historic surveys focused on camping experiences in frontcountry parks and did not include marine parks.
- 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, and to ultimately serve them better.
- Survey data is used to assess performance, identify visitation trends, inform planning, and guide decision-making.

2024 Visitor Satisfaction Survey – Marine/Boating Report

- In support of the Marine Recreation Action Plan and marine user research, new marine questions were added to the 2023 Visitor Satisfaction Survey.
- However, after receiving limited responses from marine visitors in 2023, a new marine/boating survey stream was added to the survey in 2024 to better capture the experiences of marine/boating visitors.
- More marine parks were also added to the survey and respondents could indicate if their marine/boating experience was day-use or camping.
- This marine/boating report provides a more in-depth exploration of the survey results for BC Parks' marine visitors compared to the 2024 Provincial Summary Report¹.

Survey administration

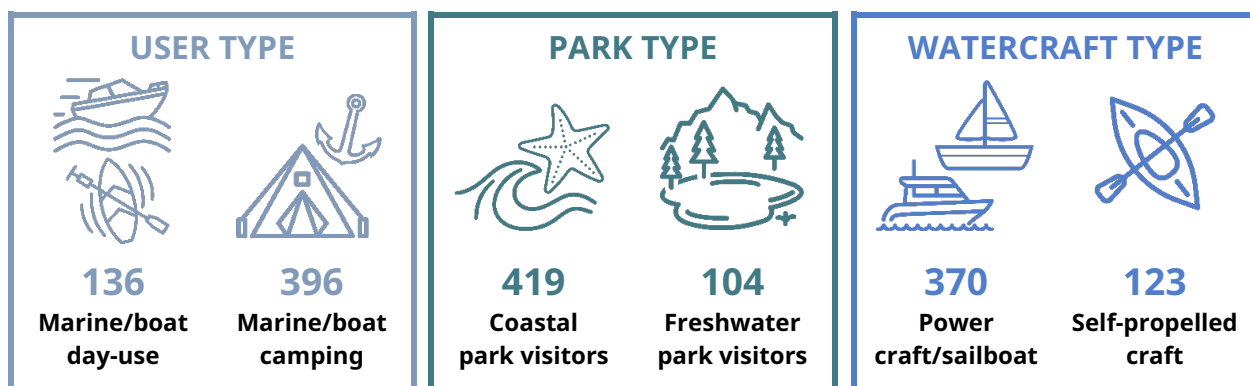
- To increase the number of completions from marine/boating visitors, over 2023's completion numbers (n=157), special efforts were made to promote the survey to this group. 2024 completion numbers were improved (n=532).
- BC Parks' marine/boating visitors were invited to provide feedback on their most recent park visit. Visits were either day-use (activities occurring either on or off their boat) in a marine-accessible BC Park or camping (onboard their boat or camping onshore [for example, in a tent]) at a marine BC Park.
- Visitors could provide feedback on any of the 79 selected BC Parks² with coastal marine or freshwater access, across six regions.
- A more detailed survey methodology can be found in [Appendix A](#).

¹ The 2024 BC Parks Visitors Satisfaction Survey Provincial Summary can be found at bcparks.ca/reports. See this report for a comparison of marine/boating scores relative to overall provincial scores and score for other user types.

² The survey scope did not include all BC Parks with marine opportunities but included 251 parks managed by third-party contractors (Park Operators), and 70 parks managed by BC Parks.

Who responded

- Visitor feedback was received for **74 BC Parks** with coastal marine or freshwater access (see [Appendix B](#) for a list of all coastal/freshwater parks with corresponding completion counts).
- A total of **532 marine/boating visitors** completed the survey, and can be broken down across the following three user segments:



- More males (59.6%) responded than females (39.4%). One percent (1.0%) of respondents identified as non-binary/other.
- Most respondents were middle-aged (51.1%) or seniors (33.3%). The remainder were younger adults (15.5%). Youth under 18 years of age did not respond to the survey (0.0%).
- Almost all respondents self-identified as “White/Caucasian” (92.4%).
- The large majority (87.4%) of respondents were from British Columbia. The other 12.6% resided in other parts of Canada, the USA or international locations.
- Most respondents were either frequent (3+ visits per year, 52.5%) or routine (1+ visits per month, 30.7%) visitors to BC Parks.
- Most respondents rated themselves as “Very experienced” (53.5%) or “Experienced” (29.1%) when it comes to boating. Nearly 85% reported they had a Pleasure Craft Operator Card (PCOC) or equivalent (84.8%).
- Respondents most frequently reported using a power boat (43.8%), followed by a sailboat (29.2%) or a self-propelled boat (24.9%).
- Respondents who reported camping overnight during their visit stayed for 3.5 nights on average. Tent camping onshore (n=154) and boat camping at anchor (n=117) were the most commonly used overnight accommodations.
- Most respondents learned about the survey through a BC Parks email (37.1%), via a recreational club or organization (31.7%), or through word of mouth (16.8%).
- See the Respondent Characteristics section for a more detailed summary of who participated in the survey.

Accuracy of survey results

- The sampling error is unknown because attendance data for marine and freshwater boaters is missing in some locations. This is due to either the absence of data collection or the failure to specifically track marine/boat day-use attendance as a subset of broader day-use data. Without the margin of error, there is no way to gauge how much the survey results might deviate from the true population's values, making it difficult to assess the accuracy of the findings.
- Results are more reliable at the overall marine/boating level, while sub-segments with fewer completions are less statistically robust.
- User segments are not mutually exclusive, so comparisons should be made only within segments (for example, marine/boat day-use vs. marine/boat camping) rather than between them (for example, marine/boat day-use vs. coastal parks), as individuals belong to multiple segments.
- As with all voluntary surveys, self-selection bias may occur if respondents participate due to their interest, potentially skewing results.

Survey Weights

- Data has been weighted to better reflect visitor volumes at each park (see [Appendix A](#) for details).



Overall satisfaction among marine/boating visitors

- Approximately three quarters of marine/boating visitors (76.4%) are satisfied or very satisfied with BC Parks.
- While still high, satisfaction among this user group is lower than the BC Parks provincial average (85.0%), suggesting there is room for improvement among those seeking marine/boating experiences within BC Parks.
- Marine/boat campers, those visiting coastal parks, and those using power crafts/sailboats were significantly more satisfied than their counterparts (i.e., marine/boat day-use visitors, freshwater park visitors, and self-propelled watercraft users, respectively).

Visitor loyalty

- BC Parks' Net Promoter Score among marine/boating visitors overall is 52, suggesting that there are far more happy/loyal visitors than there are unhappy ones.

Satisfaction across the visitor journey

- Visitor satisfaction was examined at different points along the journey for marine/boating visitors overall, and for each user segment.
- For most marine/boating visitors, satisfaction tends to increase as their journey progresses.
- For most visitors, satisfaction with pre-park administrative services (particularly, registering for a campsite) is typically lower than scores achieved later in the journey once visitors are enjoying in-park amenities and services.
- Trends among freshwater park visitors and self-propelled craft users deviate from other user segments, with park maintenance (for example of docks, mooring buoys, onshore facilities) and cleanliness the lowest-rated aspects of their experience.


76.4%

of marine/boating visitors are satisfied with BC Parks


 Marine/boat day-use
55.6%
 Satisfied

 Marine/boat camping
86.9%
 Satisfied

 Coastal park visitors
80.5%
 Satisfied

 Freshwater park visitors
52.1%
 Satisfied

 Power crafts/sailboats
78.6%
 Satisfied

 Self-propelled crafts
60.3%
 Satisfied

BC Parks marine/boating visitors reported a NPS score of

52

Satisfaction with individual amenities/services

- In general, marine/boating visitors were most satisfied with the ease of access, the cleanliness of the park, and the accessibility of trails and pathways in the park.
- Visitors were least satisfied with the BC Parks Call Centre, the usefulness of the reservation website (where marine/boat campers register for marine campsites), and availability of first come, first served (FCFS) campsites.
- These findings further highlight that, just like the overall provincial results, marine/boating visitor satisfaction tends to be higher with in-park amenities and lower across pre-park services or during park arrival when looking for a FCFS campsite.

Visitor high points:	
In-park amenities	<ul style="list-style-type: none"> • Ease of access • Cleanliness • Accessibility of trails/pathways
Visitor low points:	
Pre-park services	<ul style="list-style-type: none"> • BC Parks Call Centre • Reservation website
Arrival at park	<ul style="list-style-type: none"> • FCFS campsite availability

Improving overall satisfaction among marine/boating visitors

- Improvements to overall satisfaction among marine/boating visitors could possibly be made by improving the availability of first come, first served campsites and the check-in processes in the park. This would make it easier for visitors to register for their stay, improving park maintenance and the usefulness of the registration website.

Future investments for coastal and freshwater parks

- Park visitors want to see investments in more essential boating amenities like mooring buoys and stern ties, as well as pit toilets in coastal marine parks. The majority of visitors felt satisfied with the value received for the fees they paid.
- Park visitors to in-land freshwater parks expressed a desire for more educational and accessibility-focused infrastructure, like information boards, interpretive programs and accessible trails/boardwalks.
- Visitors expressed opposition to more developed amenities in coastal and freshwater parks, including lodgings, convenience stores, food outlets and wireless internet access.
- This reflects a preference among marine users for maintaining the natural, undeveloped character of parks, prioritizing essential or educational infrastructure over commercial or modern conveniences.

Visitor suggestions

- Respondents were asked if they had any suggestions about how BC Parks could improve the visitor experience.
- The subject areas discussed most frequently in visitor comments included marine/boating infrastructure, park maintenance and cleanliness, and in-park rule enforcement/safety protocols.

Future research priorities

- Focus on improving experiences for less satisfied groups (for example, marine/boat day-use and freshwater visitors).
- Improve pre-park amenities for marine/boating visitors, which are important to trip planning, especially the call centre, reservation website (registering for a marine campsite), and registration process.
- Improve demographic representation when conducting future research with marine park visitors, particularly among Indigenous communities, women, youth, and families.
- Explore alignment of marine fees with visitor expectations and marine infrastructure improvements.
- Assess marine environmental stewardship attitudes and water/boating safety awareness and the impact of related educational campaigns.
- Investigate opportunities to develop Indigenous cultural content, such as 'Respectful Recreation messaging' for marine/boating visitors.
- Track visitor satisfaction and attitude metrics over time to evaluate the success of implemented changes.



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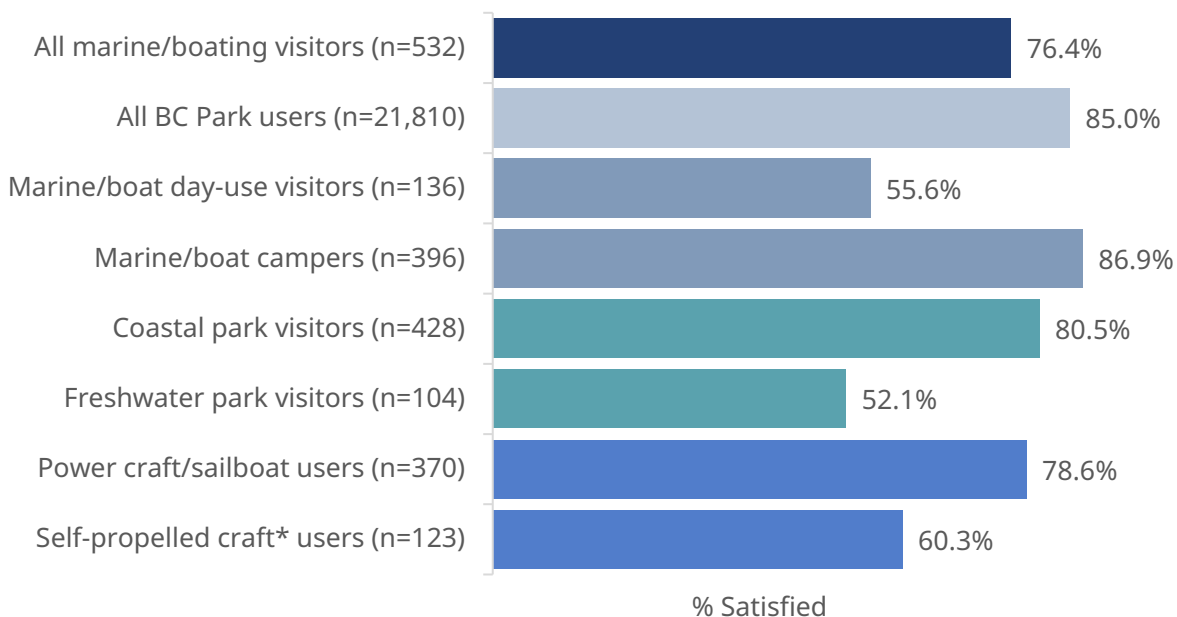
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Overall satisfaction among marine/boating visitors

Marine/boating visitors who completed the survey were asked to assess their overall level of satisfaction with their visit. **76.4%** of marine/boating visitors reported that they were satisfied³ with their visit to BC Parks. [Figure 1](#) displays the percentage of satisfied marine/boating visitors overall compared to the overall provincial average for all BC Parks users, as well as several subsegments of marine/boating users (marine/boat day-use vs. marine/boat campers; coastal vs. freshwater boaters; power craft/sailboat users vs. self-propelled craft users).

The overall satisfaction rating of 76.4% among visitors seeking marine or boating opportunities is lower than the general BC Parks user average of 85.0%, highlighting room for improvement in marine/boating services at BC Parks. Examined by user segment, marine/boat campers were the most satisfied with their visit (86.9%), scoring substantially higher than visitors who reported engaging in day-use marine/boating activities (55.6%). Visitors boating in freshwater parks were the least satisfied subgroup (52.1%), while those seeking coastal marine experiences were much more satisfied (80.5%). Visitors using power crafts or sailboats reported a satisfaction score of 78.6%, which is higher than self-propelled craft users (60.3%).

Figure 1. Overall percentage of satisfied marine/boating visitors (overall average, BC Parks average and by user segment), 2024 BC Parks Visitor Satisfaction Survey



*For example, a kayak, canoe, rowboat, sail/kite board, or stand-up paddleboard.

User segments are not mutually exclusive. Comparisons should only be made within segment categories, and not between.

³ Percentage of respondents who answered with a "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) among marine/boating visitors

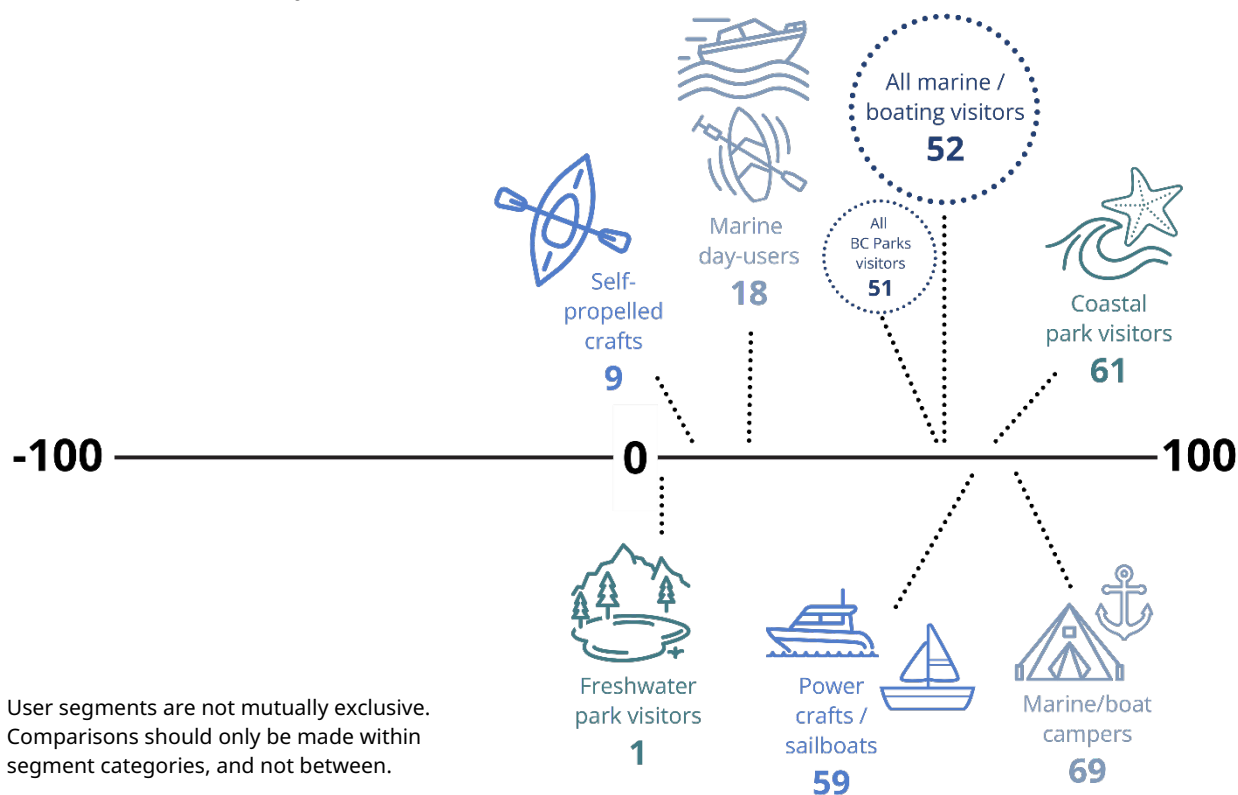
Another way of assessing visitor satisfaction is by assessing visitor loyalty with a Net Promoter Score (NPS). The survey asked visitors, "On a scale of 0-10, how likely is it that you would recommend BC Parks to a family member or friend?" In answering this question, visitors can be grouped into Promoters,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

The NPS is the difference between the percentage of Promoters and Detractors. Net Promoter Scores range from a low of -100 (every visitor is a detractor) to a high of +100 (every visitor is a promoter).

Marine/boating visitors demonstrated an NPS of 52 (Figure 2). This is a good score, which indicates far more happy visitors than unhappy ones. A higher score was observed for marine/boat campers compared to marine/boat day-use visitors. A significantly higher NPS was observed among coastal park visitors, compared to freshwater parks. Visitors using power crafts or sailboats also scored higher than those using self-propelled crafts.

Figure 2. Net Promoter Score marine/boating visitors (overall and by user segment), 2024 BC Parks Visitor Satisfaction Survey



Satisfaction across the BC Parks journey for marine/boating visitors

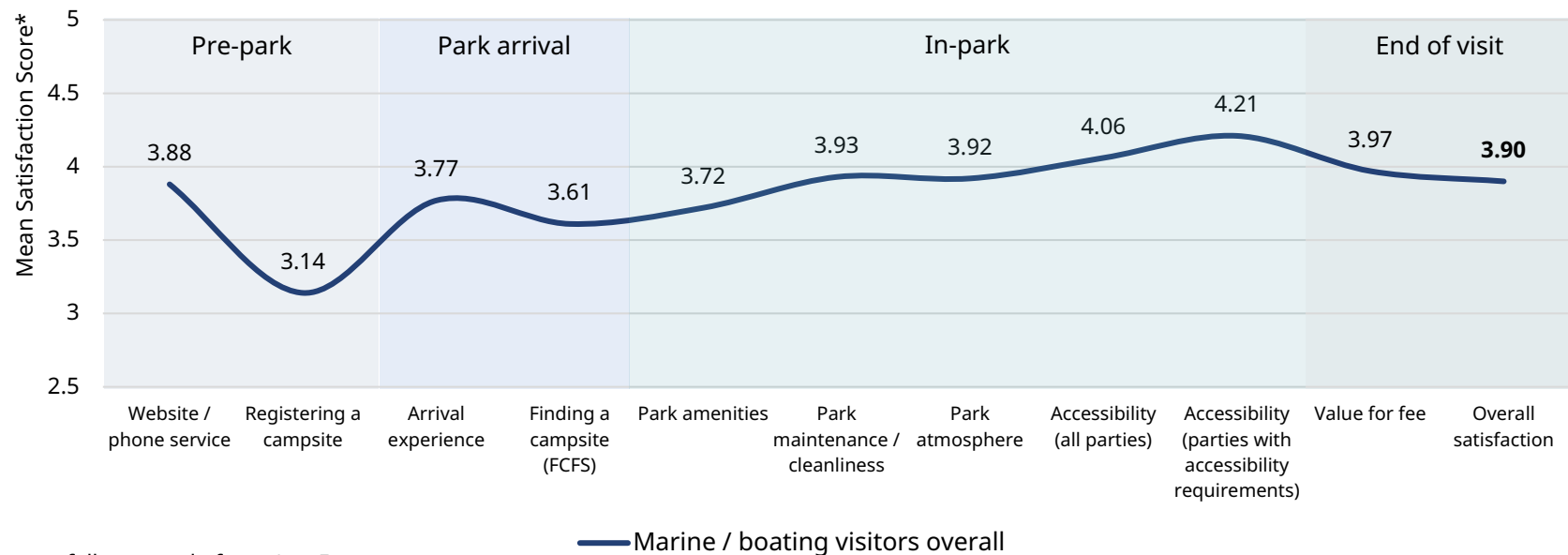
Visitor satisfaction can be examined across the entire marine/boating journey using service categories. Visitors were asked to rate their satisfaction with each amenity/service that they used during their visit. Each of the amenities were bundled into eight service categories that can be placed along a visitor timeline that begins with pre-park activities, such as XXXX and ends with experiences in the park (see [Figures 3a-3d](#)). 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. See [Appendix C](#) for mean scores.

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
Registering a campsite	Reservation website (usefulness) Ease of registering for your stay, if available
Arrival experience	Check-in process (efficiency)
Finding a campsite (FCFS)	Availability of first come, first served campsites
Park amenities	Amenities Clarity of park/trail signage
Park maintenance/cleanliness	Washrooms (cleanliness) Maintenance of the park (for example, boating, docks, mooring buoys and onshore facilities are in good condition) Cleanliness of the park
Park atmosphere	Park crowding 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 BC Parks fees, where applicable (including campsite fee, dock/mooring fees, etc.)
Overall satisfaction	Overall satisfaction

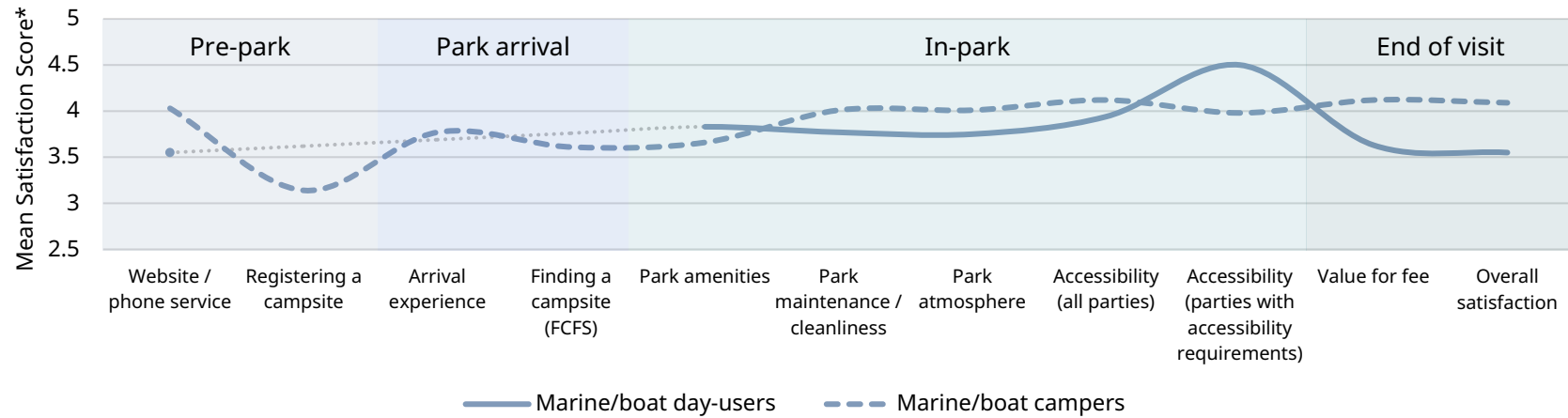
Looking across the visitor journey, satisfaction is typically lower among “pre-park” services areas, with registering for a campsite scoring particularly low among marine/boating visitors overall (3.14). Scores are generally higher among “in-park” services, suggesting visitor satisfaction increases once visitors are at the park. Specifically, park accessibility, among all parties as well as those with accessibility requirements resulted in the highest satisfaction scores among marine/boating visitors overall (4.06 and 4.21, respectively). Value for fee was also rated highly (3.97) at the end of the visit. These results suggest that visitor satisfaction typically increases as visitors progress through their journey with BC Parks. Experiences do vary by user segment. [Figures 3b-3d](#) include charts depicting how scores change along the visitor journey within each user segment.

Figure 3a. Satisfaction across the BC Parks journey (all marine/boating visitors), 2024 BC Parks Visitor Satisfaction Survey



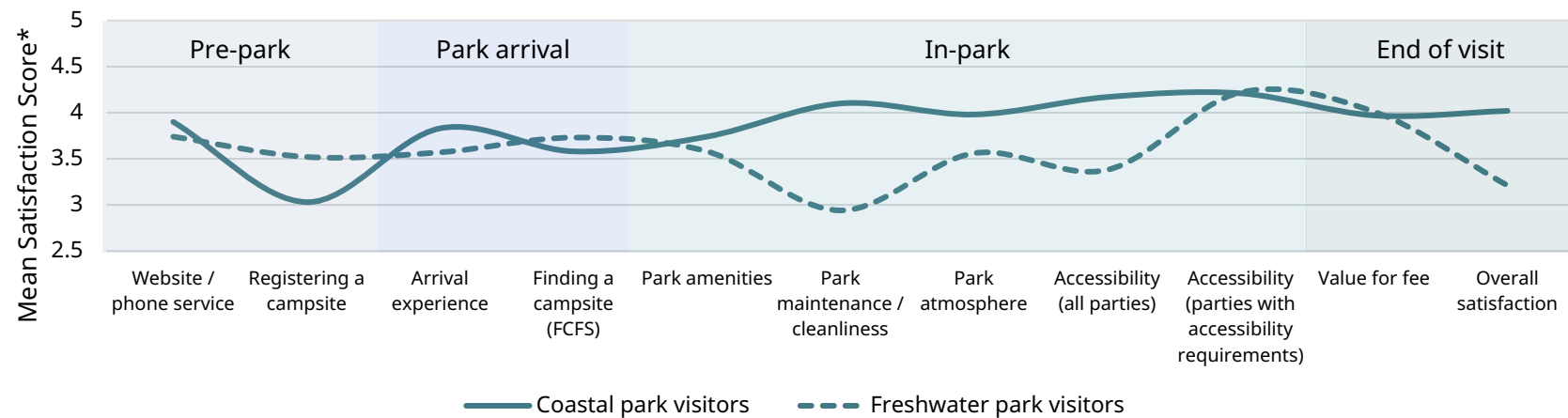
*Scores fall on a scale from 1 to 5.

Figure 3b. Satisfaction across the BC Parks journey (marine/boating visitors by user type), 2024 BC Parks Visitor Satisfaction Survey



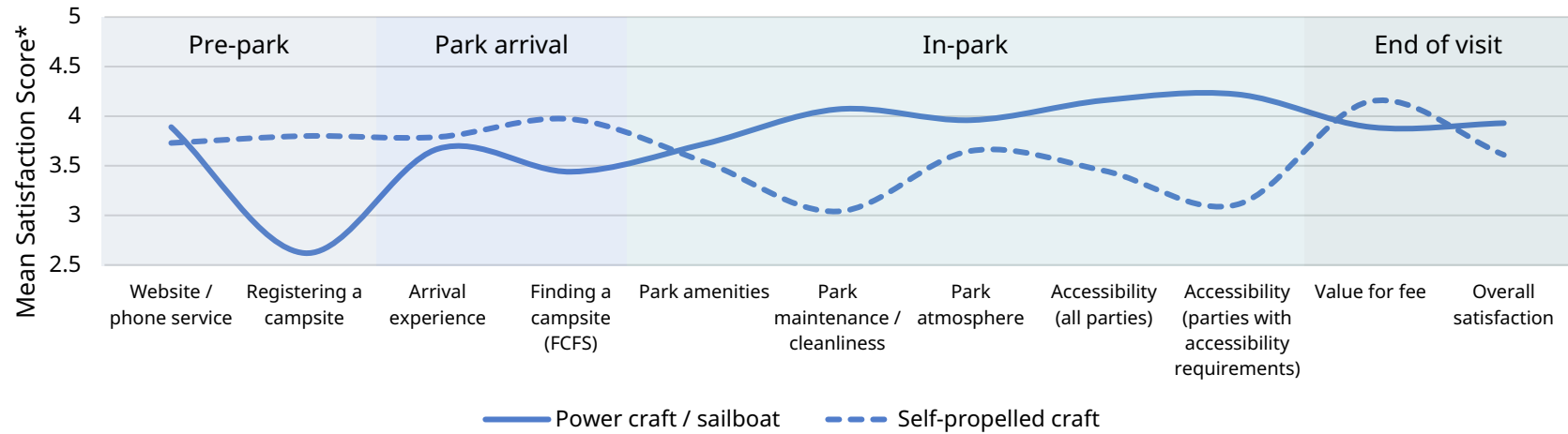
*Scores fall on a scale from 1 to 5.

Figure 3c. Satisfaction across the BC Parks journey (marine/boating visitors by park type), 2024 BC Parks Visitor Satisfaction Survey



*Scores fall on a scale from 1 to 5.

Figure 3d. Satisfaction across the BC Parks journey (marine/boating visitors by watercraft), 2024 BC Parks Visitor Satisfaction Survey



*Scores fall on a scale from 1 to 5.

Satisfaction of marine boating/visitors with BC Park amenities and services

Marine/boating visitors were asked to rate their satisfaction with each amenity/service that they used during their visit. [Figures 4a-4d](#) display the percentage of visitors who reported they were satisfied⁴ with an amenity/service area. Amenities are grouped by “pre-park” amenities, “park arrival” amenities, “in-park” amenities and “end of visit” evaluations. Detailed results in table format are also available in [Appendix D](#) for all marine/boating visitors as well as for each sub-segment of marine/boating users (marine/boat day-users vs. marine/boat campers, coastal vs. freshwater boaters, and power craft/sailboat vs. self-propelled craft).

The three amenities/services with the highest satisfaction scores among marine/boating visitors (all parties) are:

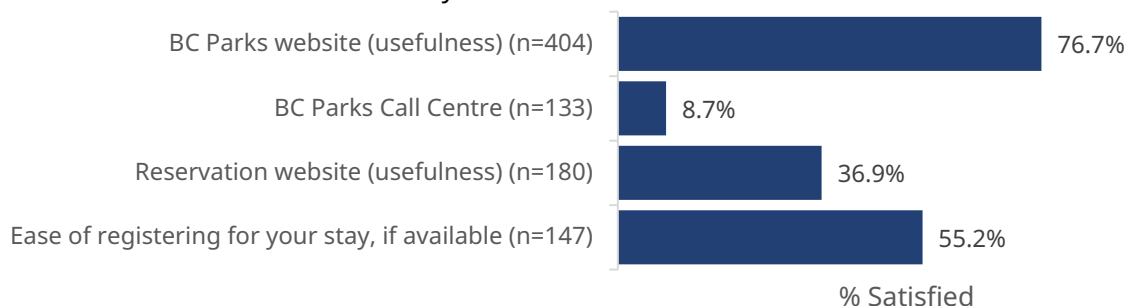
- Ease of access, overall (All parties) (88.4%)
- Cleanliness of the park (84.7%)
- Accessibility of trails and pathways (All parties) (83.4%)

The three amenities/services with the lowest satisfaction scores among marine/boating visitors (all parties) are:

- BC Parks Call Centre (8.7%)
- Reservation website(usefulness) (36.9%)
- Availability of first come, first served campsites (52.5%)

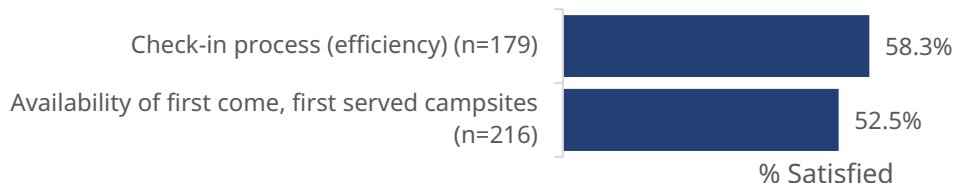
These findings further suggest that visitors are more satisfied with elements of the in-park experiences, while scores are typically lower for pre-park administrative services, and among those looking for a first come, first served campsite upon arrival. It should be noted however, that only one-quarter of all marine/boating survey respondents (25.0%) utilized the BC Parks Call Centre, and less than half of marine/boat campers (45.5%) used the reservation website.

Figure 4a. Percentage of marine/boating visitors satisfied with each **pre-park** amenity/service area, 2024 BC Parks Visitor Satisfaction Survey



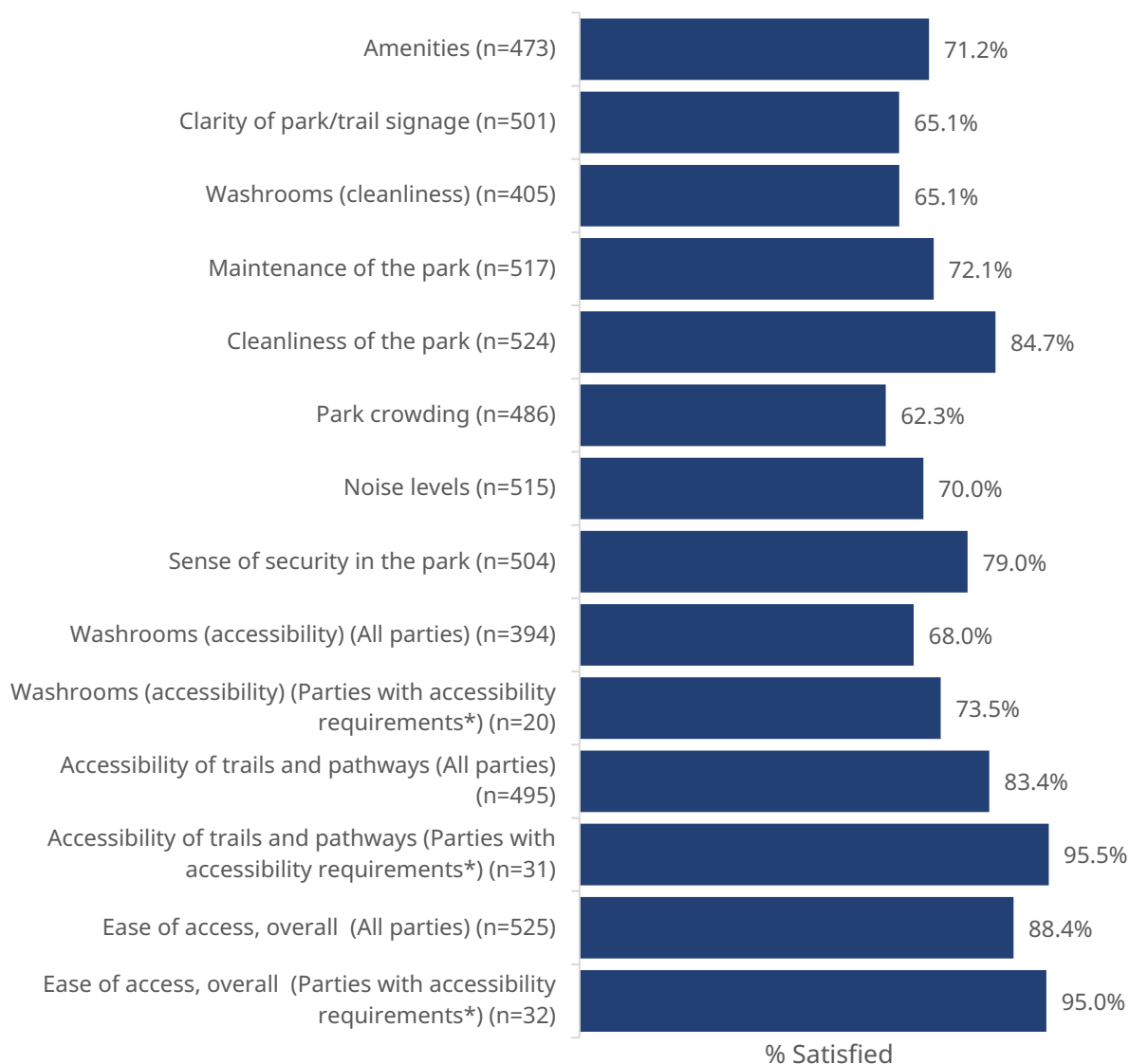
⁴ Percentage of respondents who answered with a “Satisfied” or “Very Satisfied” to the question, “How satisfied or dissatisfied were you, overall, with your recent visit to this provincial park?”

Figure 4b. Percentage of marine/boating visitors* satisfied with each **park arrival** amenity/service area, 2024 BC Parks Visitor Satisfaction Survey



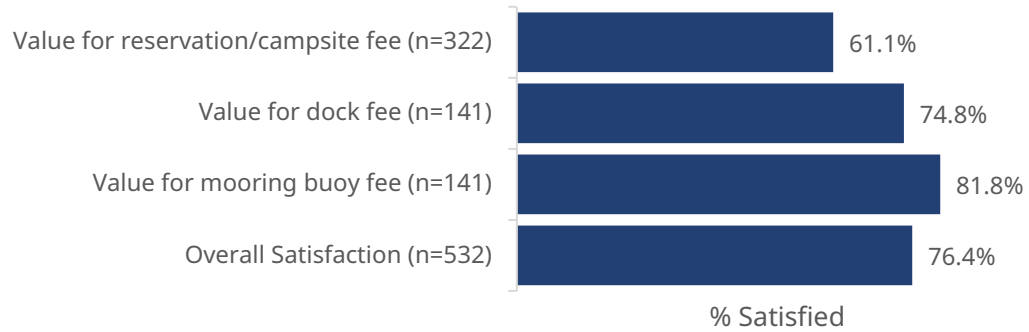
*These amenities were evaluated by marine/boating day-use visitors only.

Figure 4c. Percentage of marine/boating visitors satisfied with each **in-park** amenity/service area, 2024 BC Parks Visitor Satisfaction Survey



*Results limited to groups that included someone with a physical accessibility requirement. Results should be interpreted with caution due to low sample sizes.

Figure 4d. Percentage of marine/boating visitors satisfied with **end of visit evaluations**, 2024 BC Parks Visitor Satisfaction Survey



Moving the needle

Knowing where to make improvements and knowing which mechanisms will improve the overall experience of marine and boating visitors is important to BC Parks. A priority matrix ([Figure 5](#)) can be used to identify possible opportunities for improvement. The strength of the relationship between each amenity/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 E](#)), items are then plotted in one of four quadrants pictured in [Figure 5](#) below.

Figure 5. Priority matrix summary for BC Parks’ marine/boating visitors, 2024 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"> • Availability of first come, first served campsites • Check-in process (efficiency) • Ease of registering for your stay, if available • Maintenance of the parks • Reservation website (usefulness) 	<ul style="list-style-type: none"> • Accessibility of trails and pathways (All parties) • Accessibility of trails and pathways (Parties with accessibility requirements) • Amenities • Cleanliness of the parks • Ease of access, overall (All parties) • Value for reservation/campsite fee
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"> • BC Parks Call Centre • Clarity of park/trail signage • Park crowding • Washrooms (accessibility) (All parties) • Washrooms (cleanliness) 	<ul style="list-style-type: none"> • BC Parks website (usefulness) • Ease of access, overall (Parties with accessibility requirements) • Noise levels • Sense of security in the parks • Value for dock fee • Value for mooring buoy fee

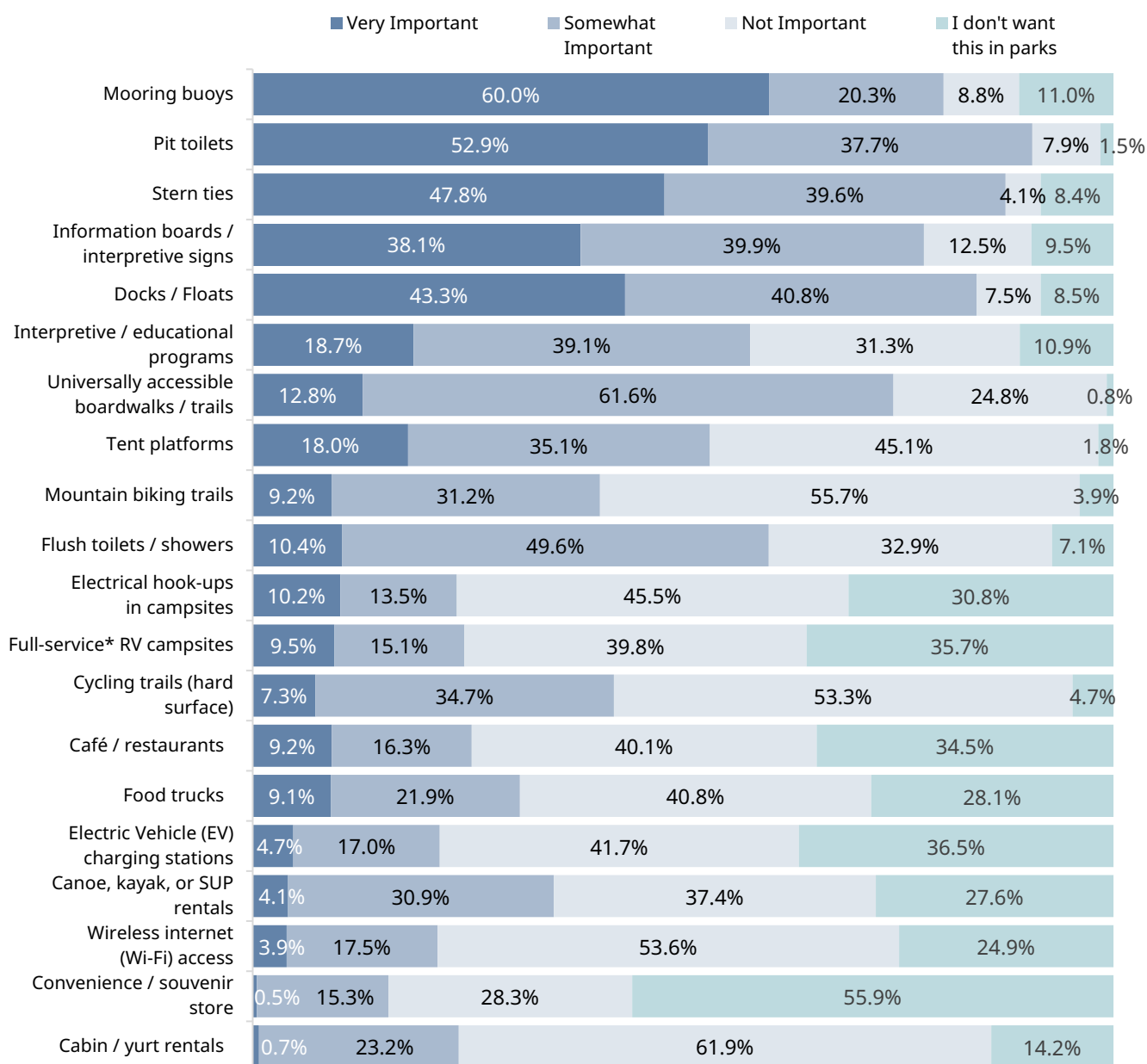
The following amenities/service areas were identified as possible **opportunities for improvement**, across most parks, as they have a strong relationship with overall satisfaction yet lower visitor satisfaction scores relative to other amenities/services:

- Availability of first come, first served campsites
- Check-in process (efficiency)
- Ease of registering for your stay
- Maintenance of the parks
- Reservation website (usefulness)

Building for the future

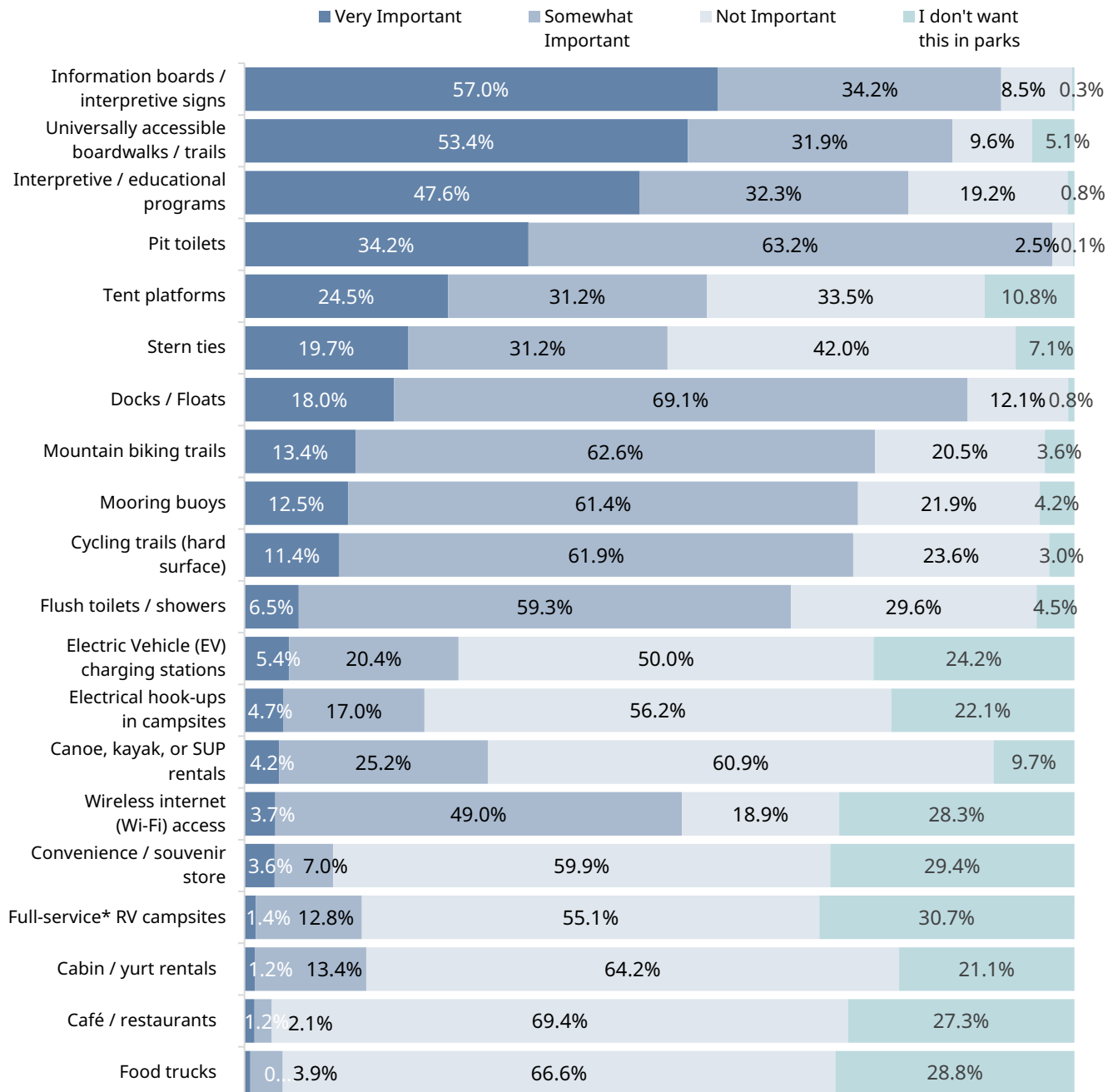
Marine/boating visitors were asked how important certain facilities/services are to them. Visitor answers to this question allow BC Parks to potentially identify areas for future investment for coastal and/or freshwater parks. [Figures 6a & 6b](#) show the percentage of respondents (separately for each park type) who reported that the facilities/services were “Very Important”, “Somewhat Important” and “Not Important”. The percentage of respondents who do not want the facility/service in provincial parks is presented on the right.

Figure 6a. Facility/service by importance for coastal parks, 2024 BC Parks Visitor Satisfaction Survey



*Full service includes water, sewer,

Figure 6b. Facility/service by importance for freshwater parks, 2024 BC Parks Visitor Satisfaction Survey



*Full service includes water, sewer, electric.

For marine/boating visitors to coastal BC Parks, the three facilities/services deemed most important for future investments are:

- Mooring buoys
- Pit toilets
- Stern ties

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

- Information boards/interpretive signs
- Universally accessible boardwalks/trails
- Interpretive/educational programs

Marine/boating visitors appear to want BC Parks to invest most in upgrading or improving essential boating amenities like mooring buoys and stern ties as well as pit toilets in coastal marine parks. These facilities are critical for ensuring safe and convenient access to coastal parks, as mooring buoys and stern ties provide secure anchorage for boats, and pit toilets address basic sanitation needs in remote areas. Their importance reflects the priorities of marine users who rely on practical infrastructure to enjoy coastal BC Parks sustainably and comfortably.

Boating visitors to freshwater parks appear to prioritize investments in educational and accessibility-focused infrastructure, valuing information boards, accessible trails/boardwalks, and interpretive programs the most. These investments enhance learning and inclusivity, reflecting a desire for better access to and engagement with nature rather than major infrastructure expansions.



Top: A BC Parks mooring buoy. Image source: Artificial Reef Society BC

Bottom: A BC Parks stern tie.

Left: BC Parks Vessel at dock.



Left: Universally accessible trails at Downing Park.

Right: An interpretive sign at Seeley Lake Park.

The three facilities/services visitors were least interested in seeing in coastal parks are:

- Cabin/yurt rentals
- Convenience/souvenir stores
- Wireless internet access

The three facilities/services visitors were least interested in seeing in freshwater parks are:

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

Across both coastal and freshwater parks, visitors demonstrated pushback against more developed amenities like cabins/yurt rentals, convenience stores, Wi-Fi access, food trucks and cafés/restaurants. This reflects a shared preference for maintaining the natural, undeveloped character of parks, prioritizing essential infrastructure and outdoor recreation over commercial or lodging developments. While accessibility and education remain key investment areas, marine/boating visitors across both coastal and freshwater parks favor preserving a nature-focused experience over modern conveniences.

Visitor suggestions

The survey asked marine/boating visitors whether they had any other comments about their visit or suggestions on how to improve the visitor experience. A total of n=251 comments were captured from respondents. All comments were coded according to unique themes. Comments included a mix of suggestions, complaints, compliments, and neutral comments about BC Parks.

The subject areas visitors provided comments about most frequently were:

- Marine/boating infrastructure (for example, launches, docks, anchorages) (n=63)
- Park maintenance/cleanliness (n=51)
- Rule enforcement/Safety protocols (n=28)
- Washrooms (n=23)
- Signage (n=22)
- General comments about BC Parks (n=22)

A few comments that exemplify the top themes identified are included in [Figure 7](#).

Figure 7. Sample responses to “Do you have comments about your visit to this park or suggestions on how to improve visitor experiences in BC Parks?” from marine/boating visitors

"I would recommend that the boat launch at Beaton [Provincial] Park be leveled out more. The launch is on a very steep angle especially in low water. The area in front of the launch in the water has a gravel bar that makes it dangerous for boats with propellers to approach safely." - *Day-use visitor complaint/suggestion - Omineca Peace – Freshwater park*

"The docks at Plumper Cove are in dire need of repair. They are falling apart and are not very stable. Those docks get a lot of use and weather and need major repairs and upgrades. I would be willing to pay slightly more in moorage fees for dock upgrades but not until the improvements have been made. We love that park so much and want to continue going there as much as we can. Please put some effort into its maintenance. " - *Overnight visitor complaint - South Coast – Coastal park*

"Derelict vessels in anchorage and vessels anchored near mooring buoys made me feel unsafe and concerned for the safety of my vessel. Anchorage should be prohibited, and additional mooring buoys added. There is much more demand than the eight buoys provided." - *Overnight visitor complaint/suggestion - South Coast – Coastal park*

"Newcastle Island docks are degrading and will not be safe next season in my opinion. " - *Overnight visitor complaint - South Coast – Coastal park*

"Boat launch is very overcrowded, and someone is going to get ran over by truck towing boat trailer. Rangers try to help but too many people crowd boat launch. Cars parking in the boat launch area. I would pay to launch if someone would be there full time to regulate the riff raff. " - *Day-use visitor complaint - South Coast – Freshwater park*

"More mooring buoys and buoys for larger vessels " - *Overnight visitor suggestion - South Coast - Coastal park*

"It would be nice in Golden Ears Park at the south beach day-use area to have a kayak and canoe launch separate from the power boat launch as it is very busy during the summer season." - *Overnight visitor suggestion - South Coast – Freshwater park*

"The boat launch at Allouette needs more control around non-boat and trailer traffic. Causes delays and potential accidents [for] tourists. Should add another dock for temporary boat mooring for those parking trailers. " - *Overnight visitor complaint/suggestion - South Coast – Freshwater park*

"Have more access to stern ties in busy bays. In areas where the bottom is sensitive or not good for anchoring provide mooring buoys but conduct regular inspection and maintenance. Collect small reasonable fee for usage to maintain." - *Overnight visitor suggestion - West Coast - Coastal park*

"Toilets need to be checked more often and the campsite road throughout the park needs to be graded. You shouldn't have to pound the crap out of your trailers and boats to camp off a main highway." - *Day-use visitor complaint - West Coast – Freshwater park*

"The tent pads at Twin Island and Granite Falls were great! Clean and well maintained either by respectful campers or the park staffs? The only issues were noisy party boats that are inappropriately using docks. There should be more policies and guardrails to protect respectful campers in comparison to people disrespecting the shared space." - *Overnight visitor compliment/complaint - South Coast - Coastal park*

"Generator usage hours more clearly explained so people aren't running them all hours of the day"- *Overnight visitor suggestion/complaint - South Coast - Coastal park*

"Wonderful park and a truly beautiful part of our province. The outhouses desperately need to be cleaned and emptied, though" - *Overnight visitor compliment/complaint - South Coast - Coastal park*

"The Park Operator is doing a great job of keeping the park well maintained and clean. It is much appreciated. The road into the park is narrow in places and meeting traffic would be an issue." - *Marine day-use visitor compliment/complaint - Omineca Peace – Freshwater park*

"Great park, always love staying here. Glad to see the new stern ties in Conover Cove. Would like to see an outhouse at Princess Cove." - *Overnight visitor compliment/suggestion - West Coast - Coastal park*

"Smuggler Cove used to have a pit toilet at the end of the trail near the beach, but it was decommissioned, and there is now only one toilet at the parking lot, which is over a kilometre away from the beach. There desperately needs to be a pit toilet closer to the beach. With the only toilet access so far from the beach, people are using the forest or the water itself, which will end up polluting this popular park." - *Overnight visitor complaint - South Coast - Coastal park*

"Please provide composting toilets. Many boats dump their holding tanks in the parks even though it is against regulation. Please provide clean alternatives." - *Overnight visitor suggestion/complaint - South Coast - Coastal park*

"I camped near the Raven Creek overnight visitor park and had difficulty locating the pit toilets found on the park sign. I would suggest more comprehensive maps of marine camp areas as well as more signs!" - *Overnight visitor complaint - South Coast – Freshwater park*

"Signage that is visible from the ocean is needed. Where exactly is the entrance to the campground? Amazing that the toilet had toilet paper and was somewhat clean. Would be great to have a distance signage for hike options. " - *Overnight visitor complaint/compliment - South Coast - Coastal park*

Expanding BC Parks' research on marine/boating visitors

The current research expands on previous qualitative research⁵ conducted by BC Parks with marine/boating visitors. Previous research conducted interviews with a small number of coastal marine users to capture their motivations, beliefs and experiences as they relate to marine activities, as well as gathered details on how they plan their trips. The 2024 Visitor Satisfaction Survey provided an opportunity to hear from a much larger and more diverse group of marine/boating visitors, including both coastal (n=419) and freshwater boaters (n=104), and both marine/boat day-users (n=136) and marine/boat campers (n=396). The current survey adds to the existing research by quantifying overall satisfaction levels among boaters, as well as measuring satisfaction levels with specific amenities along the visitor journey.

The current survey results echo previous findings on marine visitor opinions and preferences:

- **Mooring/dock fees:** A majority of visitors expressed satisfaction with the value for money of mooring fees (81.8%) and dock fees (74.8%), indicating that the current park fee structure is viewed as reasonable by most.
- **Feelings of safety:** Most visitors (79.0%) felt secure while in the park, likely contributing to their overall feelings of safety during their trip.
- **Registration:** Less than one-half of marine/boat campers (45.5%) reported using the reservation website to register for marine campsites, despite high levels of awareness (86.5% of marine/boat campers were familiar with the service). This further emphasizes that the majority of marine/boat campers do not see the need for making reservations⁶, prior to arriving at the park.
- **Importance of marine amenities:** Though visitor satisfaction with mooring buoys and docks was not explicitly rated, respondents identified these, as well as stern ties, among the most important facilities to have in BC Parks, confirming the positive impact these amenities have on marine visitors.
- **Washroom facilities:** Visitors expressed a desire for more pit toilets in marine areas, echoing the sentiment that some boaters rely on BC Parks to provide this amenity. Approximately two-thirds of respondents were satisfied with the maintenance (65.1%) and accessibility (68.0%) of current washrooms.
- **Crowding and satisfaction:** While nearly two-thirds of visitors (62.4%) were satisfied with park crowding levels, crowding was not found to significantly impact overall satisfaction for marine and boating visitors, indicating it is not a critical factor for this group.

⁵ Marine park visitor research findings. BC Parks. May 29, 2024.

⁶ While the current survey does not investigate the reasons behind this behavior, previous research suggests that factors such as uncertain timelines due to weather or ocean conditions, as well as an abundance of alternative overnight anchoring options, may be key reasons why some boaters choose not to register for spots in advance.

Based on the research conducted to date and BC Parks' priorities for marine recreation, future research initiatives should consider the following:

- **Focus on less satisfied visitor groups:** Investigate the experiences of less satisfied marine and boating visitors, including freshwater park visitors and marine/boat day-users marine/boat preferences, to identify opportunities for improvement. Increasing the sample size for these groups in future studies will provide more robust insights.
- **Examine pre-park amenities:** Conduct in-depth research on boaters' experiences with pre-park amenities, recognizing the significant role that planning and preparation play in their visits and some of the inherent limitations with predicting boating/arrival times. While the BC Parks website received high satisfaction ratings, other services, such as the BC Parks call center, reservation website (the registration process), received lower ratings, with many users expressing neutral feedback. Improving access to and information about these services could enhance pre-trip planning for visitors.
- **Address demographic gaps in research:** Broaden respondent demographics by prioritizing the inclusion of underrepresented groups, including Indigenous communities, ethnic minorities, women boaters (particularly trip leaders), youth, and families. Recruitment strategies should leverage targeted social media campaigns, collaborations with local Indigenous organizations, and partnerships with community groups to effectively reach these audiences.
- **Explore new fee structures:** Assess visitor perspectives on park fee structures to ensure alignment with services provided. Future research should evaluate willingness to pay for improved infrastructure, such as upgraded docks and boat launches, mooring options, drinking water access, and waste management facilities.
- **Promote and measure environmental stewardship:** Incorporate survey questions that assess visitor attitudes toward environmental stewardship and evaluate the impact of educational campaigns promoting sustainable practices.
- **Integrate Indigenous cultural programming:** Explore visitor awareness of Indigenous cultural content (such as 'Respectful Recreation messaging' for marine/boating visitors), and identify ways to seamlessly incorporate these elements into park experiences.
- **Track metrics over time:** Attitudes and satisfaction metrics should be tracked over time to measure the impact of implemented changes and adjustments. Conduct surveys annually or biannually to assess trends and adapt management strategies accordingly.

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 marine visitors. Results in this section are unweighted.

RESPONDENT CHARACTERISTICS

Age

% Respondents			
Under 18 years	18-40 years	41-64 years	65 years and older
0.0%	15.5%	51.1%	33.3%

Total does not add to 100% due to rounding.

Gender

% Respondents		
Male	Female	Non-binary/Other
59.6%	39.4%	1.0%

Ethnicity

	% Respondents
Single ethnicity selected	97.7%
Arab	0.0%
Black	0.2%
Chinese	1.5%
Filipino	0.2%
First Nations/Indigenous	0.6%
Korean	0.0%
Japanese	0.2%
Latin American	0.6%
Pacific Islander (for example, Hawaiian, Samoan, Tahitian, Tongan, Fijian, etc.)	0.2%
Southeast Asian (for example, Vietnamese, Cambodian, Laotian, Thai, etc.)	0.0%
South Asian (for example, Indian, Pakistani, Sri Lankan, etc.)	0.6%
West Asian (for example, Iranian, Afghan, etc.)	0.0%
White/Caucasian	92.4%
Other	1.1%
Multiple ethnicities selected	2.3%

Province/country of residence

% Respondents			
British Columbia	Rest of Canada	USA	International-other
87.4%	3.2%	8.8%	0.6%

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
13.3%	14.6%	15.7%	9.5%	9.9%	37.0%

Frequency of visiting BC Parks (Marine/boating visitors)

% 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
30.7%	52.5%	13.4%	2.3%	1.1%

How respondents heard about the survey

	% Respondents
Email from BC Parks	37.1%
Recreation club or organization	31.7%
Word of mouth	16.8%
In the park - I saw a poster about the survey	4.6%
BC Parks social media channels	2.7%
In the park - a staff member told me about the survey	1.0%
BC Parks website under "Get Involved"	0.6%
BC Parks reservation website home page (camping.bcparks.ca)	0.4%
Government of BC social media channels	0.2%
Other	5.0%

MARINE/BOATING VISITOR CHARACTERISTICS

Level of boating experience (overall and by user type)

% Respondents with/who are...	All marine/boating visitors	Marine/boat day-use visitors	Marine/boat campers
Little to no experience	1.4%	2.4%	1.1%
Some experience	3.9%	4.8%	3.5%
Moderate experience	12.2%	9.6%	13.1%
Experienced	29.1%	20.8%	31.9%
Very experienced	53.5%	62.4%	50.4%

Totals may not add to 100% due to rounding.

Possesses a Pleasure Craft Operator Card (PCOC) or approved equivalent (overall and by user type)

% Respondents who...	All marine/boating visitors	Marine/boat day-use visitors	Marine/boat campers
Yes, has a PCOC or equivalent	84.8%	87.4%	84.0%
No, does not have a PCOC or equivalent	13.4%	10.9%	14.3%
Unsure if they have a PCOC or equivalent or not	1.7%	1.7%	1.7%

Totals may not add to 100% due to rounding.

Boating organization membership (overall and by user type)

% Respondents who...	All marine/boating visitors	Marine/boat day-use visitors	Marine/boat campers
Are an active member of a boating organization	57.2%	52.1%	59.0%
Are not an active member of a boating organization	42.8%	47.9%	41.0%

Familiarity with the service of registering online for a marine camping permit prior to visiting (Marine/boat campers)

% Respondents who are...	Marine/boat campers
Very familiar	38.2%
Moderately familiar	31.5%
Somewhat familiar	16.8%
Not at all familiar/ I was not previously aware of this option	13.5%

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 marine/boating visitors	4.0 Persons	3.9%	44.9%	8.6%	20.9%	21.6%
Marine/boat day-use visitors	4.2 Persons	4.4%	42.6%	8.1%	18.4%	26.5%
Marine/boat campers	4.0 Persons	3.8%	45.7%	8.8%	21.7%	19.9%

Totals may not add to 100% due to rounding.

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 marine/boating visitors	7.6%	18.1%	24.9%	65.0%	40.9%
Marine/boat day-use visitors	9.1%	18.9%	22.7%	66.7%	48.5%
Marine/boat campers	7.1%	17.8%	25.6%	64.5%	38.3%

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

Accessibility requirements

User type	% Parties with someone in the group with an accessibility requirement
All marine/boating visitors	6.0%
Marine/boat day-use visitors	6.7%
Marine/boat campers	5.8%

Newcomer status

User type	% Parties with someone who considers themselves to be a newcomer to Canada
All marine/boating visitors	4.9%
Marine/boat day-use visitors	3.8%
Marine/boat campers	5.3%

TRIP CHARACTERISTICS

Mode of transportation to park

% Parties who travelled to the park by...	All marine/boating visitors	Marine/boat day-use visitors	Marine/boat campers
Personal vehicle (Including RVs)	25.8%	38.2%	21.5%
Vehicle rental/car share	0.8%	0.7%	0.8%
Bicycle/E-bike	0.9%	0.0%	1.3%
Public transit	0.0%	0.0%	0.0%
BC Parks shuttle	0.0%	0.0%	0.0%
Tour bus/school bus	0.0%	0.0%	0.0%
Boat	71.2%	60.3%	74.9%
On foot	0.0%	0.0%	0.0%
Hitchhiked	0.0%	0.0%	0.0%
Other	1.3%	0.7%	1.5%

Totals may not add to 100% due to rounding.

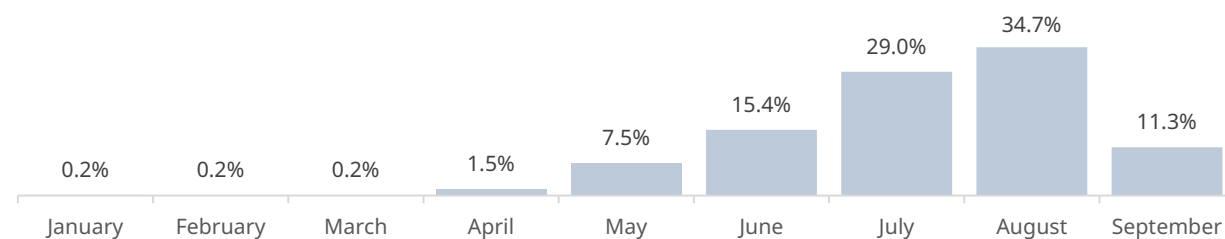
Carpooled to the park (Visitors who drove personal vehicle or rental/car share)

User type	% Parties who carpooled to the park
All marine/boating visitors	10.7%
Marine/boat day-use visitors	13.0%
Marine/boat campers	9.9%

Arrived at the park by boat (marine/boating visitors)

% Marine/boating visitors who...	
Arrived at the park by boat	Did not arrive at the park by boat
81.5%	18.5%

Month of visit



The survey was conducted between May and September 2024, meaning that most responses were about visits during this period.

Main purpose of the visit

% Marine/boating visitors who were...	
Marine/boat day-users	Marine/boat campers
25.6%	74.4%

Length of time in the park (in hours) (marine/boat day-users)

% Parties				
<1 hour	1-2 hours	3-4 hours	4-7 hours	8 hours or more
2.3%	6.9%	11.5%	15.3%	64.1%

Total does not add to 100% due to rounding.

Number of nights spent in park (marine/boat campers)

Average nights	% Parties who spent...			
3.5	1 night	2 nights	3 nights	4 nights
	14.7%	28.1%	23.8%	13.4%
	5 nights	6 nights	7 nights	8 or more nights
	6.8%	2.3%	3.5%	7.3%

Total does not add to 100% due to rounding.

Overnight accommodations used (marine/boat campers)

	Count of respondents
Boat at the dock	60
Boat on a mooring buoy	79
Boat at anchor	117
Boat at anchor and stern tie	75
Boat rafted up to another vessel	26
Tent camping onshore	154
Other	5

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

Vessel type used for marine/boating experience (overall and by user type)

% Parties who travelled by...	All marine/boating visitors	Marine/boat day-users	Marine/boat campers
Power boat	43.8%	58.7%	38.7%
Sailboat	29.2%	16.7%	33.5%
Personal watercraft	2.0%	6.3%	0.5%
Self-propelled boat*	24.9%	18.3%	27.2%

*For example, a kayak, canoe, rowboat, sail/kite board, or stand-up paddleboard.

Totals may not add to 100% due to rounding.

Approximate distance travelled (in kilometers) from where the boat was first launched, or the trip first began, to the marine park*

Marine/boat day-users who arrived by boat

Average kms	% Parties who travelled...		
69.4	0 kms	1-5 kms	6-10 kms
	2.4%	16.7%	7.1%
	11-50 kms	51-100 kms	Over 100kms
	47.6%	8.3%	17.9%

Marine/boat day-users who did not arrive by boat

Average kms	% Parties who travelled...		
63.4	0 kms	1-5 kms	6-10 kms
	42.2%	22.2%	0.0%
	11-50 kms	51-100 kms	Over 100kms
	13.3%	6.7%	15.6%

Marine/boat campers who arrived by boat

Average kms	% Parties who travelled...		
81.3	0 kms	1-5 kms	6-10 kms
	1.2%	5.0%	7.5%
	11-50 kms	51-100 kms	Over 100kms
	45.5%	17.8%	23.1%

Total does not add to 100% due to rounding.

Marine/boat campers who did not arrive by boat

Average kms	% Parties who travelled...		
55.7	0 kms	1-5 kms	6-10 kms
	50.0%	13.0%	10.9%
	11-50 kms	51-100 kms	Over 100kms
	8.7%	2.2%	15.2%

*Some respondents may have misinterpreted this question, potentially including the distance travelled by vehicle to the park before launching their boat in their response. Therefore, the above results should be interpreted with caution.

Activities participated in during park visit (overall and by user type)

Count of respondents who participated in...	All marine/boating visitors	Marine/boat day-use visitors	Marine/boat campers
Hiking/nature walk	392	98	294
Self-propelled boating (canoe, kayak, SUP, etc.)	261	55	206
Swimming/ beach	261	51	210
Photography	192	44	148
Camping	182	34	148
Sightseeing	175	49	126
Power boating	171	50	121
Sail boating	127	19	108
Picnic	113	33	80
Fishing	93	30	63
Nature house or visitor centre	17	5	12
Biking/e-biking/mountain biking	16	4	12
Playground	12	6	6
Jet skiing or similar personal watercraft	10	4	6
Special Event	8	2	6
Running	6	3	3
Interpretive programs (shows, Jerry's Rangers, Discover Park Ambassadors, etc.)	2	1	1
Skiing/snowshoeing/ winter activities	2	1	1
Rock climbing	1	1	0
Hunting	0	0	0
Other	5	2	3

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

Appendix A: Detailed survey methodology

Survey administration/data collection

The 2024 BC Parks Visitor Satisfaction Survey gathered visitor feedback via 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 May 17 and September 16, 2024. Over the course of the administration period, the survey was promoted via several channels including BC Parks social media, the BC Parks website, the BC Parks reservation website, tourism organizations such as Destination BC, emails to day-use pass holders, and emails to recreation clubs and organizations. All visitors who had a frontcountry or backcountry camping reservation during the 2024 summer season were emailed an invitation to participate within a week of their stay. Park Operators were asked to display posters in first come, first served campgrounds, day-use areas, docks, boat launches, trailheads, and backcountry access points. To increase survey completions from marine/boating users particularly this year, additional efforts were made to contact marine recreation clubs and organizations and ask them to promote the survey to their members.

Data cleaning

After survey close, raw survey data was exported from Bang the Table and securely provided to R.A. Malatest & Associates, a BC-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).

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 marine/boating visitor scores in this report were calculated using the survey weights, unless otherwise specified.

Sampling error

The sampling error cannot be determined because the exact attendance numbers for marine and freshwater boaters are unknown. This is due to either the absence of data collection or the failure to specifically track marine/boat day-use attendance as a subset of broader day-use data. Without a margin of error, it is impossible to measure how much the survey results may differ from the true population values, making it challenging to evaluate the accuracy and reliability of the findings.

Descriptive statistics

Most analyses in this report centre on percent positive results, which represent the percentage of respondents who answered with either a “Satisfied” or “Very Satisfied” response 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/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 3.88 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. 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 amenities/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 marine/boating survey completions for 2024

Coastal marine parks	# of completions	Parks with freshwater access	# of completions
Bligh Island Marine Park	6	Beatton Park	2
Broughton Archipelago Park	12	Big Bar Lake Park	2
Buccaneer Bay Park	6	Bowron Lake Park	10
Burgoyne Bay Park	1	Carp Lake Park	2
Copeland Islands Marine Park	11	Champion Lakes Park	1
Desolation Sound Marine Park	55	Christina Lake Park	1
Dionisio Point Park	7	Cinnemousun Narrows Park	1
Discovery Island Marine Park	7	Cowichan River Park	2
God's Pocket Marine Park	2	Gladstone Park	3
Gowlland Tod Park	10	Golden Ears Park	24
Halkett Bay Park	9	Goldstream Park	1
Háthayim Marine Park (Von Donop Marine Park)	4	Gordon Bay Park	1
Jedediah Island Marine Park	14	Horsefly Lake Park	3
Juan De Fuca Park	1	Kikomun Creek Park	1
K'ootz/Khutze Conservancy	1	Kokanee Glacier Park	1
Malaspina Park	1	Kootenay Lake Park	1
Mansons Landing Park	6	Lac Le Jeune Park	1
Maquinna Marine Park	2	Lakelse Lake Park	1
Montague Harbour Marine Park	61	Mabel Lake Park	2
Octopus Islands Marine Park	15	Main Lake Park	5
Okeover Arm Park	3	McDonald Creek Park	1
Pirates Cove Marine Park	22	Meziadin Lake Park	1
Plumper Cove Marine Park	11	Monck Park	1
Porpoise Bay Park	2	Morton Lake Park	2
Princess Louisa Marine Park	40	Moyie Lake Park	1
Rebecca Spit Marine Park	5	Muncho Lake Park	1
Roscoe Bay Park	4	Nairn Falls Park	1
Rugged Point Marine Park	4	Paul Lake Park	2
Saltery Bay Park	1	Red Bluff Park	1
Say Nuth Khaw Yum Park/ Indian Arm Park	5	Sxótsaqel/Chilliwack Lake Park	2
Saysutshun (Newcastle Island Marine) Park	27	Sproat Lake Park	1
Sechelt Inlets Marine Park	4	Strathcona Park	9
Small Inlet Marine Park	1	Syringa Park	2
Smuggler Cove Marine Park	8	Taylor Arm Park	1
Sulphur Passage Park	1	Wells Gray Park	13
Tribune Bay Park	5		
Vargas Island Park	3		
Wakes Cove Park	2		
Wallace Island Marine Park	49		

Appendix C: Journey Map Mean Scores

Figure C. Satisfaction across the BC Parks journey among marine/boating visitors (overall and by user group), 2024 BC Parks Visitor Satisfaction Survey

		Pre-park		Park arrival		In-park					End of visit	
		Website/ph one service	Registering a campsite	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
User Segment												
Overall	Marine/boating visitors overall	3.88	3.14	3.77	3.61	3.72	3.93	3.92	4.06	4.21	3.97	3.90
User Type	Marine/boat day-users	3.55	n/a	n/a	n/a	3.83	3.77	3.75	3.94	4.50	3.63	3.55
	Marine/boat campers	4.03	3.14	3.77	3.61	3.66	4.01	4.01	4.12	3.98	4.12	4.09
Park Type	Coastal park visitors	3.90	3.03	3.83	3.58	3.74	4.10	3.98	4.17	4.21	3.97	4.02
	Freshwater park visitors	3.74	3.52	3.57	3.73	3.58	2.94	3.56	3.38	4.22	4.01	3.21
Water-craft type	Power craft/sailboat	3.89	2.62	3.67	3.44	3.72	4.07	3.96	4.16	4.22	3.89	3.93
	Self-propelled craft	3.73	3.80	3.79	3.97	3.54	3.04	3.65	3.45	3.11	4.15	3.61

Scores fall on a scale from 1 to 5.

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

User segments are not mutually exclusive. Comparisons should only be made within segment categories (i.e., user type, park type, watercraft type), and not between.

Appendix D: Detailed visitor satisfaction scores

Table D 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 marine and boating visitors”) and by user sub-segments. It should be noted that user segments are not mutually exclusive. Comparisons should only be made within segment categories (i.e., user type, park type, watercraft type), and not between.

Table D. Detailed visitor satisfaction scores for BC Parks marine/boating visitors (overall and by user segment), 2024 BC Parks Visitor Satisfaction Survey

Amenity/service area	User segment	Completions (n)	Very dissatisfied	Dissatisfied	Neutral	Satisfied	Very satisfied	Mean score
Overall satisfaction	All marine/boating visitors	532	5.9%	6.1%	11.6%	44.3%	32.0%	3.90
	Marine/boat day-use	136	2.4%	16.4%	25.6%	35.3%	20.3%	3.55
	Marine/boat camping	396	7.7%	1.0%	4.5%	48.9%	38.0%	4.09
	Coastal parks	428	5.4%	0.8%	13.3%	47.0%	33.5%	4.02
	Freshwater parks	104	8.8%	37.5%	1.6%	28.4%	23.6%	3.21
	Power craft/sailboat	370	6.9%	0.6%	13.8%	49.8%	28.8%	3.93
	Self-propelled craft	123	1.7%	35.6%	2.3%	20.2%	40.1%	3.61
Satisfaction with individual amenities/services areas								
Amenity/service area	User segment	Completions (n)	Very dissatisfied	Dissatisfied	Neutral	Satisfied	Very satisfied	Mean score
BC Parks website (usefulness)	All marine/boating visitors	404	0.5%	3.7%	19.1%	44.0%	32.7%	4.05
	Marine/boat day-use	105	0.8%	1.9%	37.6%	41.9%	17.8%	3.74
	Marine/boat camping	299	0.4%	4.6%	9.8%	45.0%	40.2%	4.20
	Coastal parks	308	0.5%	3.0%	20.0%	41.6%	34.9%	4.07
	Freshwater parks	96	0.7%	8.5%	12.7%	60.9%	17.2%	3.85
	Power craft/sailboat	256	0.6%	2.1%	21.6%	40.2%	35.5%	4.08
	Self-propelled craft	110	0.2%	13.4%	8.9%	60.3%	17.3%	3.81
BC Parks call centre	All marine/boating visitors	133	1.1%	2.5%	87.7%	6.4%	2.4%	3.06
	Marine/boat day-use	51	0.4%	0.3%	93.8%	3.9%	1.5%	3.06
	Marine/boat camping	82	1.9%	5.1%	80.4%	9.3%	3.3%	3.07
	Coastal parks	89	0.9%	1.8%	91.5%	4.0%	1.8%	3.04
	Freshwater parks	44	2.5%	7.3%	61.5%	22.8%	5.9%	3.22
	Power craft/sailboat	86	0.4%	0.7%	94.8%	3.5%	0.7%	3.03
	Self-propelled craft	36	4.4%	17.4%	43.4%	29.6%	5.2%	3.14

Amenity/service area	User segment	Completions (n)	Very dissatisfied	Dissatisfied	Neutral	Satisfied	Very satisfied	Mean score
Reservation website (usefulness)	All marine/boating visitors	180	0.7%	32.1%	30.3%	30.9%	6.0%	3.09
	Marine/boat day-use	4	25.9%	0.0%	37.6%	25.9%	10.6%	2.95
	Marine/boat camping	176	0.5%	32.3%	30.3%	30.9%	6.0%	3.10
	Coastal parks	122	0.7%	38.1%	29.0%	25.7%	6.4%	2.99
	Freshwater parks	58	0.7%	10.4%	34.9%	49.4%	4.6%	3.47
	Power craft/sailboat	72	0.1%	49.2%	41.5%	6.5%	2.6%	2.62
	Self-propelled craft	82	0.6%	8.5%	18.5%	66.6%	5.9%	3.69
Ease of registering for your marine camping stay, if available	All marine/boating visitors	147	0.4%	3.9%	40.5%	43.4%	11.8%	3.62
	Marine/boat day-use	0	n/a	n/a	n/a	n/a	n/a	n/a
	Marine/boat camping	147	0.4%	3.9%	40.5%	43.4%	11.8%	3.62
	Coastal parks	92	0.2%	3.6%	43.2%	39.3%	13.7%	3.63
	Freshwater parks	55	0.8%	4.4%	35.6%	51.0%	8.2%	3.61
	Power craft/sailboat	58	0.3%	4.1%	76.1%	14.3%	5.2%	3.20
	Self-propelled craft	72	0.7%	4.8%	12.9%	61.5%	20.0%	3.95
Check-in process (efficiency)	All marine/boating visitors	179	1.0%	3.2%	37.4%	34.4%	23.9%	3.77
	Marine/boat day-use	0	n/a	n/a	n/a	n/a	n/a	n/a
	Marine/boat camping	179	1.0%	3.2%	37.4%	34.4%	23.9%	3.77
	Coastal parks	139	0.6%	3.3%	36.8%	30.8%	28.6%	3.83
	Freshwater parks	40	2.5%	2.9%	39.5%	45.7%	9.4%	3.57
	Power craft/sailboat	113	0.6%	2.7%	46.3%	29.7%	20.7%	3.67
	Self-propelled craft	47	2.6%	4.4%	25.9%	45.1%	21.9%	3.79
Availability of first come, first served campsites	All marine/boating visitors	216	1.9%	5.2%	40.4%	34.7%	17.7%	3.61
	Marine/boat day-use	0	n/a	n/a	n/a	n/a	n/a	n/a
	Marine/boat camping	216	1.9%	5.2%	40.4%	34.7%	17.7%	3.61
	Coastal parks	165	1.3%	3.8%	46.0%	32.7%	16.1%	3.58
	Freshwater parks	51	4.8%	11.8%	14.0%	44.0%	25.4%	3.73
	Power craft/sailboat	119	1.2%	5.3%	54.1%	26.9%	12.5%	3.44
	Self-propelled craft	92	3.7%	4.3%	12.3%	50.3%	29.4%	3.97

Amenity/service area	User segment	Completions (n)	Very dissatisfied	Dissatisfied	Neutral	Satisfied	Very satisfied	Mean score
Amenities	All marine/boating visitors	473	1.8%	1.9%	25.2%	48.3%	22.8%	3.88
	Marine/boat day-use	124	0.3%	0.7%	44.1%	26.3%	28.6%	3.82
	Marine/boat camping	349	2.7%	2.6%	13.5%	61.9%	19.3%	3.92
	Coastal parks	378	2.1%	1.5%	21.0%	50.7%	24.7%	3.94
	Freshwater parks	95	0.6%	3.7%	45.4%	36.6%	13.7%	3.59
	Power craft/sailboat	325	2.3%	1.1%	21.7%	52.5%	22.4%	3.92
	Self-propelled craft	114	0.1%	5.5%	45.0%	33.7%	15.7%	3.59
Clarity of park/trail signage	All marine/boating visitors	501	1.3%	10.1%	23.5%	51.9%	13.2%	3.66
	Marine/boat day-use	127	0.4%	1.3%	26.2%	61.1%	11.1%	3.81
	Marine/boat camping	374	1.8%	14.5%	22.2%	47.2%	14.2%	3.58
	Coastal parks	400	1.3%	10.9%	20.1%	55.1%	12.6%	3.67
	Freshwater parks	101	1.4%	5.3%	43.3%	33.7%	16.3%	3.58
	Power craft/sailboat	345	1.5%	11.4%	18.6%	56.4%	12.0%	3.66
	Self-propelled craft	117	0.4%	4.8%	53.7%	27.3%	13.7%	3.49
Washrooms (cleanliness)	All marine/boating visitors	405	9.8%	3.3%	21.9%	47.8%	17.3%	3.60
	Marine/boat day-use	101	25.0%	2.2%	3.5%	54.9%	14.5%	3.32
	Marine/boat camping	304	3.3%	3.7%	29.7%	44.7%	18.5%	3.72
	Coastal parks	311	2.8%	3.4%	25.5%	51.6%	16.8%	3.76
	Freshwater parks	94	40.8%	2.8%	5.9%	30.7%	19.8%	2.86
	Power craft/sailboat	249	3.1%	3.5%	27.7%	52.6%	13.1%	3.69
	Self-propelled craft	117	35.2%	2.6%	5.7%	34.7%	21.8%	3.05
Maintenance of the park	All marine/boating visitors	517	7.0%	7.4%	13.5%	41.3%	30.8%	3.81
	Marine/boat day-use	133	16.6%	9.1%	2.5%	35.4%	36.3%	3.66
	Marine/boat camping	384	2.1%	6.6%	19.0%	44.3%	28.0%	3.89
	Coastal parks	413	1.4%	7.2%	14.6%	43.6%	33.1%	4.00
	Freshwater parks	104	39.5%	8.5%	6.8%	27.7%	17.6%	2.75
	Power craft/sailboat	356	1.8%	7.5%	15.4%	45.3%	30.1%	3.94
	Self-propelled craft	122	35.9%	8.0%	6.5%	25.9%	23.6%	2.93

Amenity/service area	User segment	Completions (n)	Very dissatisfied	Dissatisfied	Neutral	Satisfied	Very satisfied	Mean score
Cleanliness of the park	All marine/boating visitors	524	6.9%	4.2%	4.2%	39.0%	45.7%	4.12
	Marine/boat day-use	136	16.2%	3.4%	0.1%	36.7%	43.6%	3.88
	Marine/boat camping	388	2.1%	4.7%	6.3%	40.2%	46.7%	4.25
	Coastal parks	420	1.6%	4.8%	4.2%	40.7%	48.7%	4.30
	Freshwater parks	104	37.2%	1.2%	4.4%	29.0%	28.2%	3.10
	Power craft/sailboat	362	1.6%	4.5%	4.4%	41.1%	48.3%	4.30
	Self-propelled craft	123	35.4%	3.3%	4.0%	30.8%	26.5%	3.10
Park crowding	All marine/boating visitors	486	2.4%	11.5%	23.7%	32.1%	30.3%	3.76
	Marine/boat day-use	130	3.4%	24.0%	24.6%	20.4%	27.6%	3.45
	Marine/boat camping	356	1.9%	4.9%	23.2%	38.3%	31.7%	3.93
	Coastal parks	383	2.3%	12.3%	19.2%	32.3%	33.9%	3.83
	Freshwater parks	103	3.2%	7.2%	48.8%	30.7%	10.1%	3.37
	Power craft/sailboat	328	2.1%	13.6%	19.2%	31.0%	34.2%	3.82
	Self-propelled craft	120	3.7%	3.2%	46.8%	33.5%	12.8%	3.48
Noise levels	All marine/boating visitors	515	1.7%	4.8%	23.5%	44.9%	25.1%	3.87
	Marine/boat day-use	128	0.3%	5.4%	39.3%	24.9%	30.0%	3.79
	Marine/boat camping	387	2.4%	4.5%	15.5%	55.0%	22.6%	3.91
	Coastal parks	415	1.7%	4.0%	20.4%	47.9%	26.0%	3.93
	Freshwater parks	100	2.0%	9.4%	41.9%	27.2%	19.5%	3.53
	Power craft/sailboat	356	1.5%	4.3%	21.6%	49.5%	23.1%	3.88
	Self-propelled craft	120	2.4%	7.7%	38.3%	28.5%	23.1%	3.62
Sense of security in the park	All marine/boating visitors	504	1.0%	1.3%	18.7%	43.2%	35.8%	4.12
	Marine/boat day-use	130	0.0%	0.2%	38.9%	23.0%	38.0%	3.99
	Marine/boat camping	374	1.4%	1.9%	8.4%	53.5%	34.7%	4.18
	Coastal parks	403	1.1%	1.6%	14.5%	44.8%	38.0%	4.17
	Freshwater parks	101	0.0%	0.0%	43.4%	33.4%	23.2%	3.80
	Power craft/sailboat	350	1.2%	1.5%	15.4%	43.6%	38.4%	4.17
	Self-propelled craft	116	0.0%	0.5%	39.9%	35.8%	23.8%	3.83

Amenity/service area	User segment	Completions (n)	Very dissatisfied	Dissatisfied	Neutral	Satisfied	Very satisfied	Mean score
Washrooms (accessibility) (All parties)	All marine/boating visitors	394	9.8%	1.2%	20.9%	48.2%	19.8%	3.67
	Marine/boat day-use	100	25.2%	0.3%	7.0%	47.6%	20.0%	3.37
	Marine/boat camping	294	2.2%	1.6%	27.9%	48.6%	19.7%	3.82
	Coastal parks	302	1.8%	1.2%	23.0%	53.3%	20.6%	3.90
	Freshwater parks	92	41.4%	1.2%	12.8%	28.2%	16.5%	2.77
	Power craft/sailboat	244	2.1%	0.5%	24.3%	55.6%	17.6%	3.86
	Self-propelled craft	113	36.4%	2.3%	15.2%	32.4%	13.7%	2.85
Washrooms (accessibility) (Parties with accessibility requirements*)	All marine/boating visitors	20	4.3%	10.7%	11.5%	15.9%	57.6%	4.12
	Marine/boat day-use	5	0.0%	0.0%	0.0%	50.4%	49.6%	4.50
	Marine/boat camping	15	4.9%	12.4%	13.3%	10.6%	58.9%	4.06
	Coastal parks	16	5.1%	12.7%	13.7%	10.9%	57.7%	4.03
	Freshwater parks	4	0.0%	0.0%	0.0%	43.0%	57.0%	4.57
	Power craft/sailboat	16	5.0%	6.1%	13.4%	8.2%	67.3%	4.27
	Self-propelled craft	3	0.0%	58.5%	0.0%	41.5%	0.0%	2.83
Accessibility of trails and pathways (All parties)	All marine/boating visitors	495	0.3%	3.0%	13.3%	58.1%	25.3%	4.05
	Marine/boat day-use	126	0.2%	0.4%	18.7%	58.4%	22.3%	4.02
	Marine/boat camping	369	0.4%	4.2%	10.6%	57.9%	26.8%	4.07
	Coastal parks	398	0.2%	3.0%	8.1%	60.8%	28.0%	4.13
	Freshwater parks	97	1.3%	2.7%	43.4%	42.5%	10.2%	3.58
	Power craft/sailboat	347	0.2%	3.2%	7.7%	62.2%	26.7%	4.12
	Self-propelled craft	113	1.0%	2.3%	45.3%	36.5%	14.9%	3.62
Accessibility of trails and pathways (Parties with accessibility requirements*)	All marine/boating visitors	31	0.0%	0.9%	3.5%	88.9%	6.6%	4.01
	Marine/boat day-use	9	0.0%	0.0%	0.4%	96.5%	3.2%	4.03
	Marine/boat camping	22	0.1%	1.7%	6.1%	82.6%	9.5%	4.00
	Coastal parks	26	0.0%	1.0%	3.4%	89.6%	6.0%	4.01
	Freshwater parks	5	0.0%	0.0%	10.0%	47.2%	42.8%	4.33
	Power craft/sailboat	27	0.0%	0.4%	3.5%	89.3%	6.7%	4.02
	Self-propelled craft	3	0.0%	58.5%	0.0%	41.5%	0.0%	2.83

Amenity/service area	User segment	Completions (n)	Very dissatisfied	Dissatisfied	Neutral	Satisfied	Very satisfied	Mean score
Ease of access, overall (All parties)	All marine/boating visitors	525	0.5%	1.0%	10.2%	57.5%	30.9%	4.17
	Marine/boat day-use	134	1.3%	1.5%	16.0%	51.8%	29.4%	4.06
	Marine/boat camping	391	0.1%	0.7%	7.2%	60.4%	31.6%	4.23
	Coastal parks	421	0.1%	0.8%	5.1%	60.2%	33.8%	4.27
	Freshwater parks	104	2.8%	1.9%	39.7%	41.8%	13.8%	3.62
	Power craft/sailboat	365	0.6%	0.8%	5.5%	59.8%	33.2%	4.24
	Self-propelled craft	122	0.2%	1.7%	36.3%	42.4%	19.5%	3.79
Ease of access, overall (Parties with accessibility requirements*)	All marine/boating visitors	32	0.2%	0.9%	3.9%	45.7%	49.4%	4.43
	Marine/boat day-use	9	0.4%	0.0%	0.4%	1.7%	97.6%	4.96
	Marine/boat camping	23	0.1%	1.6%	6.7%	81.7%	9.9%	4.00
	Coastal parks	27	0.0%	0.9%	3.8%	45.8%	49.5%	4.44
	Freshwater parks	5	10.0%	0.0%	10.0%	37.2%	42.8%	4.03
	Power craft/sailboat	28	0.2%	0.8%	3.9%	45.1%	50.1%	4.44
	Self-propelled craft	3	0.0%	17.0%	0.0%	83.0%	0.0%	3.66
Value for reservation/campsite fee	All marine/boating visitors	322	0.3%	2.0%	36.6%	35.1%	26.0%	3.85
	Marine/boat day-use	106	0.8%	3.2%	49.1%	25.9%	21.0%	3.63
	Marine/boat camping	216	0.0%	1.2%	29.2%	40.6%	29.0%	3.97
	Coastal parks	230	0.0%	0.9%	43.4%	31.4%	24.3%	3.79
	Freshwater parks	92	1.7%	7.0%	4.0%	52.7%	34.6%	4.12
	Power craft/sailboat	183	0.4%	1.8%	48.0%	32.7%	17.1%	3.64
	Self-propelled craft	103	0.0%	3.7%	2.4%	50.6%	43.3%	4.34
Value for dock fee	All marine/boating visitors	141	0.5%	0.5%	24.3%	62.6%	12.2%	3.86
	Marine/boat day-use	0	n/a	n/a	n/a	n/a	n/a	n/a
	Marine/boat camping	141	0.5%	0.5%	24.3%	62.6%	12.2%	3.86
	Coastal parks	123	0.3%	0.5%	20.8%	65.7%	12.6%	3.90
	Freshwater parks	18	2.5%	0.0%	73.0%	18.0%	6.5%	3.26
	Power craft/sailboat	122	0.5%	0.5%	18.8%	67.0%	13.2%	3.92
	Self-propelled craft	19	0.0%	0.0%	89.3%	10.7%	0.0%	3.11

Amenity/service area	User segment	Completions (n)	Very dissatisfied	Dissatisfied	Neutral	Satisfied	Very satisfied	Mean score
Value for mooring buoy fee	All marine/boating visitors	141	0.0%	0.5%	17.7%	53.4%	28.4%	4.10
	Marine/boat day-use	0	n/a	n/a	n/a	n/a	n/a	n/a
	Marine/boat camping	141	0.0%	0.5%	17.7%	53.4%	28.4%	4.10
	Coastal parks	128	0.0%	0.5%	15.0%	57.0%	27.4%	4.11
	Freshwater parks	13	0.0%	0.0%	53.0%	5.4%	41.6%	3.89
	Power craft/sailboat	124	0.0%	0.5%	13.0%	56.2%	30.2%	4.16
	Self-propelled craft	17	0.0%	0.0%	92.6%	7.4%	0.0%	3.07

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

Appendix E: BC Parks marine/boating visitors priority matrix – detailed figure

Figure E. Priority matrix for BC Parks' marine/boating visitors, 2024 BC Parks Visitor Satisfaction Survey


Legend

A	BC Parks website (usefulness)	Q	Noise levels
B	BC Parks Call Centre	R	Sense of security in the parks
C	Reservation website (usefulness)	S	Washrooms (accessibility) (All parties)
E	Ease of registering for your stay, if available	T	Washrooms (accessibility) (Parties with accessibility requirements)*
H	Check-in process (efficiency)	U	Accessibility of trails and pathways (All parties)
I	Availability of first come, first served campsites	V	Accessibility of trails and pathways (Parties with accessibility requirements)
K	Amenities	W	Ease of access, overall (All parties)
L	Clarity of park/trail signage	X	Ease of access, overall (Parties with accessibility requirements)
M	Washrooms (cleanliness)	Y	Value for reservation/campsite fee
N	Maintenance of the parks	Z	Value for dock fee
O	Cleanliness of the parks	AA	Value for mooring buoy fee
P	Park crowding		

* Item excluded due to small sample size (n<10)