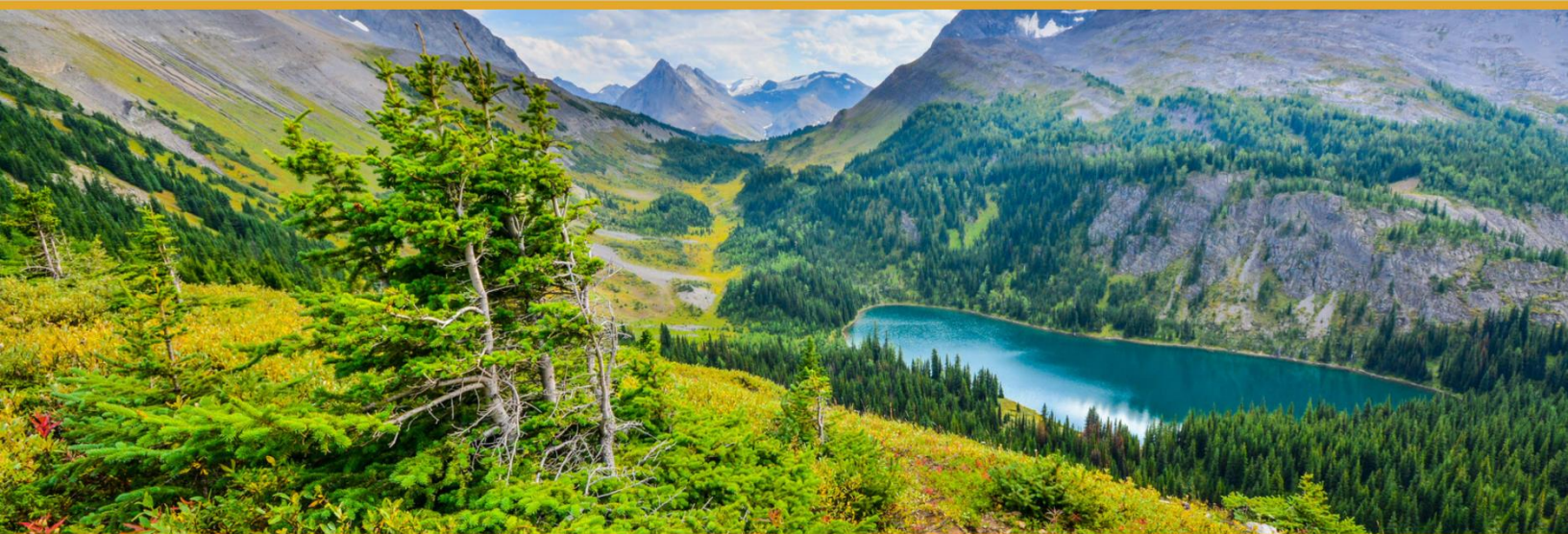




BC Parks

2024 BC Parks Visitor Satisfaction Survey

Provincial Summary



Executive summary

Project background

- The BC Parks Visitor Satisfaction Survey has been conducted annually since 1986.
- 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.

The 2024 Visitor Satisfaction Survey

- The survey instrument and survey approach were redesigned in 2023. It was used in 2024 to ensure a higher number of survey completions and greater representation of all provincial parks and user types.¹
- Survey questions reflect both industry standards in visitor satisfaction and the information needs of BC Parks and key stakeholders. Core questions were retained to allow comparability to historical survey data.
- New questions were added to the survey in 2024 to better capture the experiences of marine/boating visitors².

Survey administration

- The Visitor Satisfaction Survey was conducted from May 17 to September 16, 2024, to coincide with the peak camping season.
- The survey was hosted online and promoted via several mediums to maximize engagement. Promotional mediums included email invitations to reservation holders, social media, website, engagement with tourism and recreation organizations, 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 any of 321 BC Parks³ across six regions that were included in the survey scope. These parks represent a range of usages and experiences including frontcountry camping, backcountry camping, day-use, and marine/boating activities.
- The detailed survey methodology can be found in [Appendix A](#).

¹ Surveying efforts were suspended in 2020 because of the COVID-19 pandemic, but recommenced in 2023.

² A separate report on marine/boating visitor experiences was also developed.

³ The survey scope included 251 parks managed by third-party contractors (Park Operators), and 70 parks managed by BC Parks.

Who responded

- Visitor feedback was received for **242 BC Parks**. See [Appendix B](#) for a list of all parks with corresponding completion counts.
- A total of **21,839 visitors** completed the survey across four user-groups:



- More females (58.8%) responded to the survey than males (40.5%). The remaining 0.7% were non-binary/other.
- The majority of respondents were middle-aged (52.5%) or younger adults (26.2%). Just over one-fifth were seniors (21.2%). Very few youth under 18 years of age responded to the survey (0.1%).
- Almost 85% of the respondents self-identified as “White/Caucasian”.
- The majority (85%) of respondents were from British Columbia. The other 15% resided in other parts of Canada, the USA or international locations.
- Two-thirds of respondents were either frequent (47.0%) or routine (19.3%) visitors to BC Parks.
- Most respondents (89.2%) 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 ($\pm 0.7\%$). 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, campground reservation holders who received emails to complete the survey were far more likely to participate.
 - Responses from some parks or regions may be underrepresented because of uncontrollable events (for example, forest fires) that occurred across the province in 2024.

Survey weights

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

Noteworthy events in British Columbia in 2024

In 2024, a variety of events occurred in parks that may have impacted visitor experiences. These included:

- Closures due to severe weather events impacting facilities or visitor safety
- Wildfire closures and/or area advisories
- Human wildlife conflict closures

Overall visitor satisfaction with BC Parks

- Most visitors (85.0%) are satisfied or very satisfied with BC Parks.
- Satisfaction with BC Parks has increased slightly over the previous year (up 2.2 percentage points since 2023).
- Frontcountry and backcountry campers are the most satisfied user group, 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 51, suggesting that there are far more happy and loyal visitors than there are unhappy ones.
- The 2024 Net Promoter Score is 4 points higher than the 2023 score of 47.

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.
- The lowest point across the entire journey is availability of first come, first served (FCFS) campsites upon arriving at the park.



85.0%

of visitors are satisfied
with BC Parks



Frontcountry
Campers
85.7%
Satisfied



Backcountry
Campers
86.4%
Satisfied



Day-Use
Visitors
84.0%
Satisfied



Marine/
Boating
visitors
76.4%
Satisfied

BC Parks achieved a
NPS score of

51

Satisfaction with individual amenities and services

- Visitors were most satisfied with the cleanliness of the park, the ease of access (among all parties), and their sense of security in the park.
- Visitors were least satisfied with the BC Parks Call Center, availability of first come, first served (FCFS) campsites, and the information provided on the day-use pass reservation website.
- These findings further highlight that visitor satisfaction tends to be higher with in-park amenities and lower across pre-park services or during park arrival when looking for a first come, first served campsite.
- Frontcountry campers were typically more satisfied with individual amenities and services, while marine and boating visitors were typically the least satisfied.

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

Improving overall satisfaction

- Improvements to overall satisfaction with BC Parks could possibly be made with improvements to the availability of first come, first served campsites, overall ease of access and the accessibility of trails and pathways for individuals with accessibility requirements, parking options, and washroom cleanliness.



Inclusion in BC Parks

- Most visitors felt BC Parks were inclusive, safe and accessible spaces.
- Park staff, park cleanliness and maintenance, and accessibility within the park were the top factors visitors cited when asked why they felt welcomed when visiting BC Parks.

Future investments

- Park visitors want to see future investments in more essential park amenities like pit toilets in backcountry and marine parks, information boards, flush toilets, and showers.
- Most visitors were not 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/reports.
- 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 Operators who 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 visitors.

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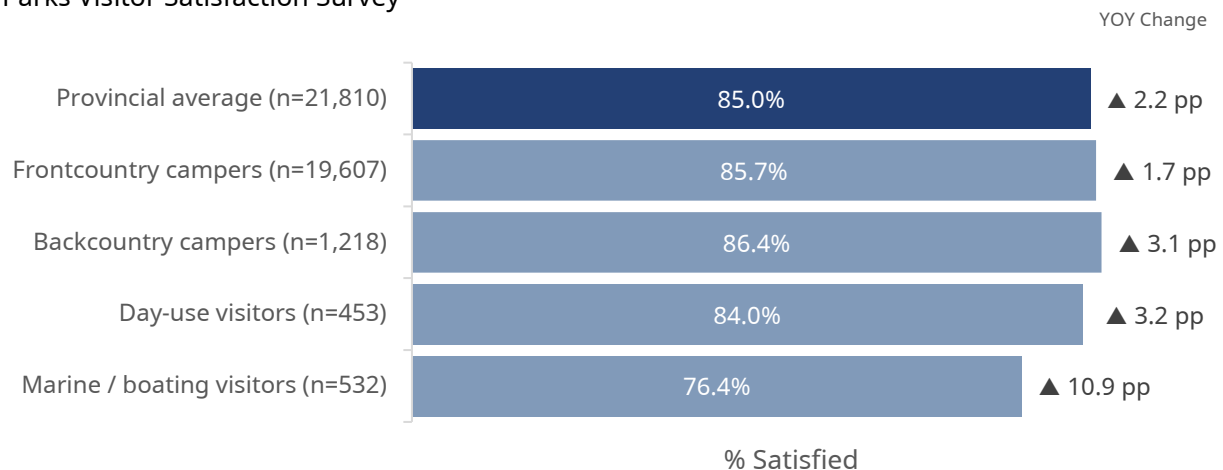
Overall visitor satisfaction

Visitors who completed the survey were asked to assess their overall level of satisfaction with their visit. **85.0% of visitors reported that they were satisfied⁴** 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). The change in score compared to the previous year (YoY change) is expressed in percentage points (pp).

Results suggest that most visitors are satisfied with their visit to BC Parks. Overall satisfaction has increased slightly over the previous year (+2.2 pp).

Similar to the previous year, frontcountry and backcountry campers appear to be the most satisfied with BC Parks. Those who are seeking marine or boating opportunities are considerably less satisfied overall ([Figure 1a](#)). However, satisfaction scores have increased for all user types, with marine/boating visitors seeing the largest change in score (+10.9 pp) since the previous year⁵.

Figure 1a. Overall percentage of satisfied visitors (provincial average and by user type), 2024 BC Parks Visitor Satisfaction Survey

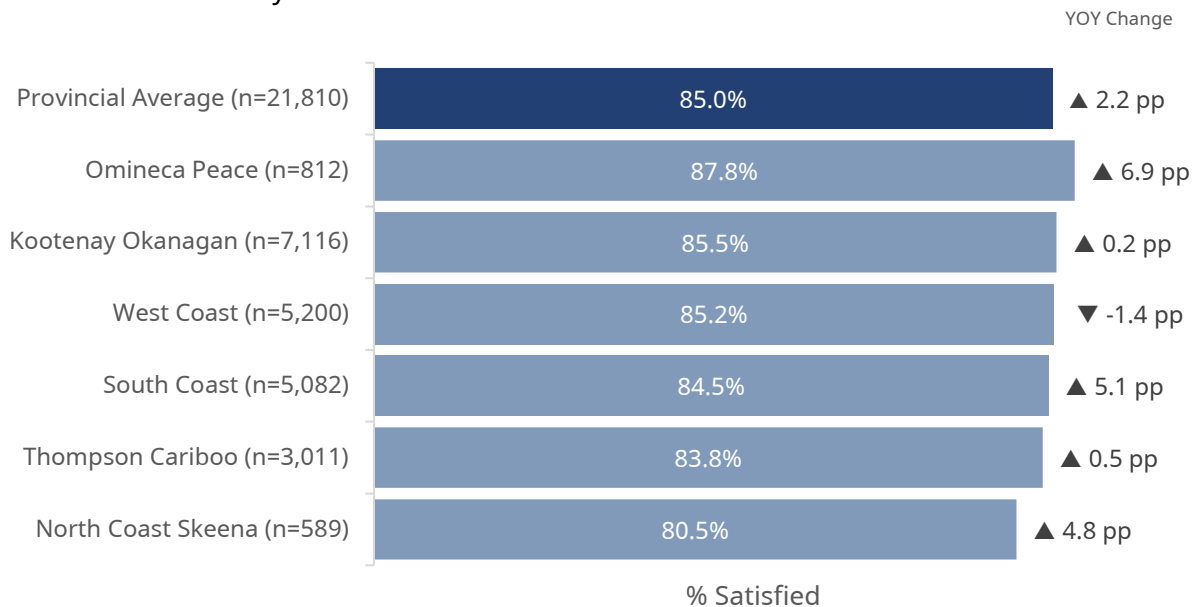


⁴ Percentage of respondents who answered with a "Satisfied" or "Very Satisfied" to the question, "How satisfied or dissatisfied were you, overall, with your recent visit to this provincial park?"

⁵ The YoY difference in scores for marine/boating visitors may reflect changes in survey administration rather than actual differences in satisfaction. In 2024, the survey question identifying user type was updated to distinguish between marine day-use and marine camping activities, with clarified definitions for both. Additionally, the sample size for marine/boating users increased compared to the previous year.

Satisfaction is high across all regions (Figure 1b). Visitors in the Omineca Peace, Kootenay Okanagan and West Coast regions are the most satisfied with BC Parks this year. Satisfaction scores have increased for all regions, with the exception of the West Coast region, where satisfaction decreased slightly.

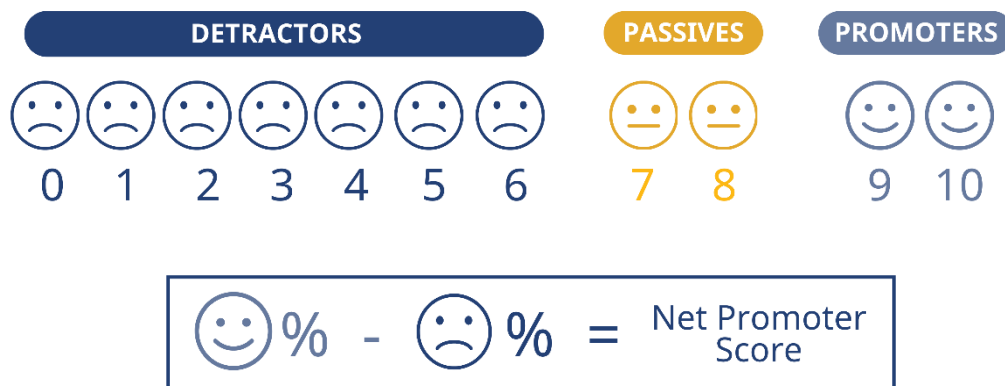
Figure 1b. Overall percentage of satisfied visitors (provincial average and by region), 2024 BC Parks Visitor Satisfaction Survey



Visitor loyalty (Net Promotor Score)

Another way of assessing visitor satisfaction is by assessing visitor loyalty with a Net Promoter Score (NPS)⁶. 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. 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.



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 2024, BC Parks achieved a NPS of 51 (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. The NPS score has increased slightly over the previous year (+4 points).

Figure 2. Net Promoter Score, 2024 BC Parks Visitor Satisfaction Survey



⁶ For more information on Net Promoter Scores, visit <https://www.destinationbc.ca/content/uploads/2018/06/Introduction-to-NPS.pdf>

Satisfaction across the BC Parks journey

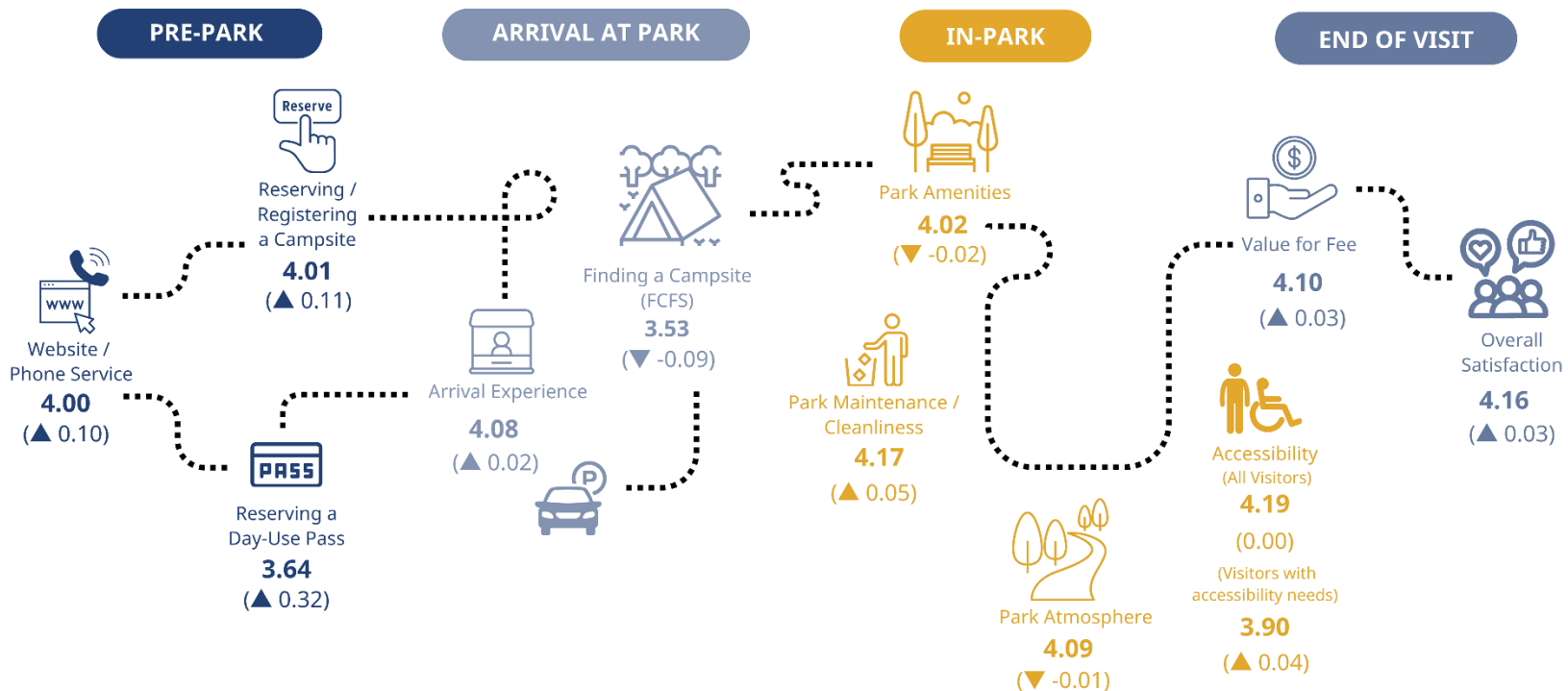
Visitor satisfaction can be examined across the visitor journey “from computer to campground” using service categories. Visitors were asked to rate their satisfaction with each amenity/service that they used during their visit. Each of the amenities were bundled into nine service categories that can be placed along a visitor timeline that begins with pre-park activities and ends with 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/registering your campsite	Reservation website (usefulness) Ease of reserving campsite, if available Ease of registering for your stay, 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/parking lot 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 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 reserving a day-use pass scoring particularly low (3.64) within this section of the journey. However, this item also saw the largest increase in score since the previous year (+0.32). The lowest point across the entire journey is finding a first come, first served (FCFS) campsite (3.53) upon arriving at the park. This item also saw the largest decrease in score since the previous year (-0.09). Scores are generally 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 (4.17). These results suggest that visitor satisfaction typically increases as visitors progress through their journey with BC Parks. Compared to the Journey map scores by user type are available in [Appendix D](#).

Figure 3. Satisfaction across the BC Parks journey, 2024 BC Parks Visitor Satisfaction Survey



Scores fall on a scale from 1 to 5.

Year-over-year change is noted in brackets below the current year's score.

Visitor satisfaction with BC Park amenities and services

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 satisfied⁷ with an amenity/service area. Visitors were only asked to rate amenities/services that corresponded to their specified user type (for example, only marine users were asked about dock fees), therefore the total number of responses (n) for each item is also displayed. Amenities are grouped by “pre-park” amenities, “park arrival” amenities, “in-park” amenities and “end of visit” evaluations. The change in score compared to the previous year (YoY change) is expressed in percentage points (pp).

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

- Cleanliness of the park (90.0%)
- Ease of access, overall (All parties) (89.4%)
- Sense of security in the park (88.7%)

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

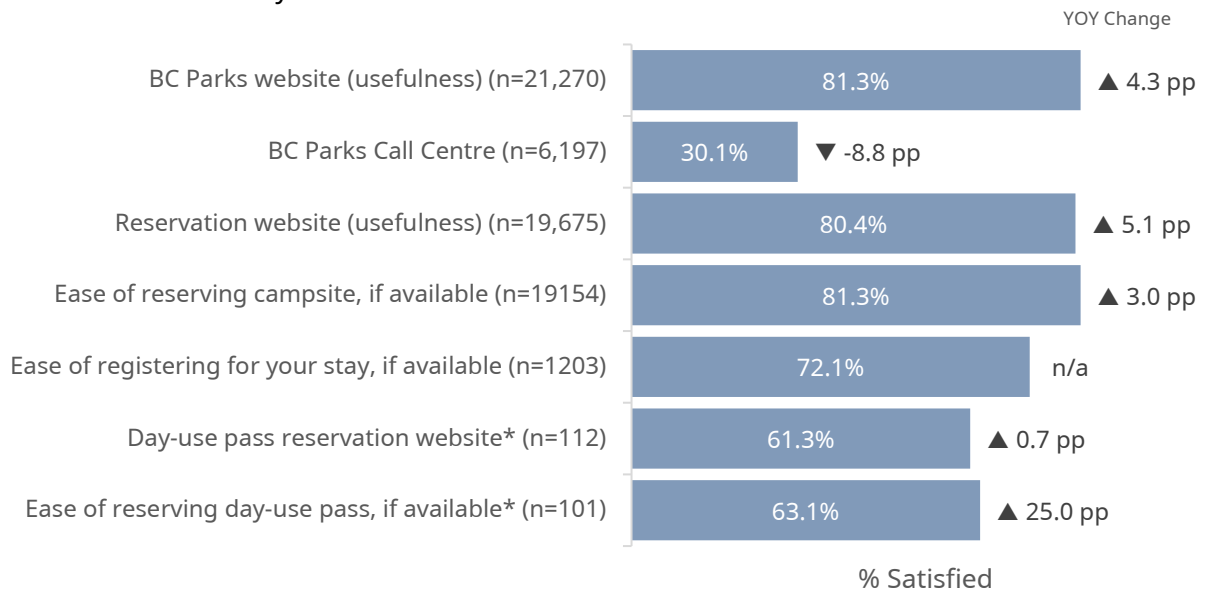
- BC Parks Call Centre (30.1%)
- Availability of first come, first served campsites (61.1%)
- Day-use pass reservation website (information provided) (61.3%)

These findings further suggest that visitors are more satisfied with elements of the in-park experiences. Scores are typically lower for pre-park administrative services, and among those looking for a first come, first served campsite upon arrival. Less than one-third of all survey respondents (28%) utilized the BC Parks call centre. Only a very small proportion of respondents utilized the day-use pass website/reservation system (1%) or first come, first served campsites (6%).

Compared to the previous year's results, satisfaction with the ease of reserving a day-use pass has increased considerably (+25.0pp) while visitor ratings of the BC Parks call centre saw the greatest decrease since 2023 (-8.8pp).

⁷ 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 4a. Percentage of visitors satisfied with each **pre-park** amenity/service area, 2024 BC Parks Visitor Satisfaction Survey



*Results limited to the four parks that required a day-use pass in 2024.

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

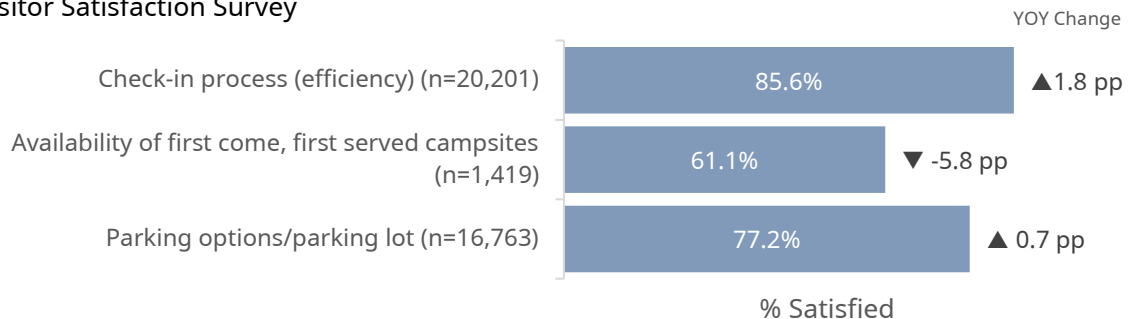
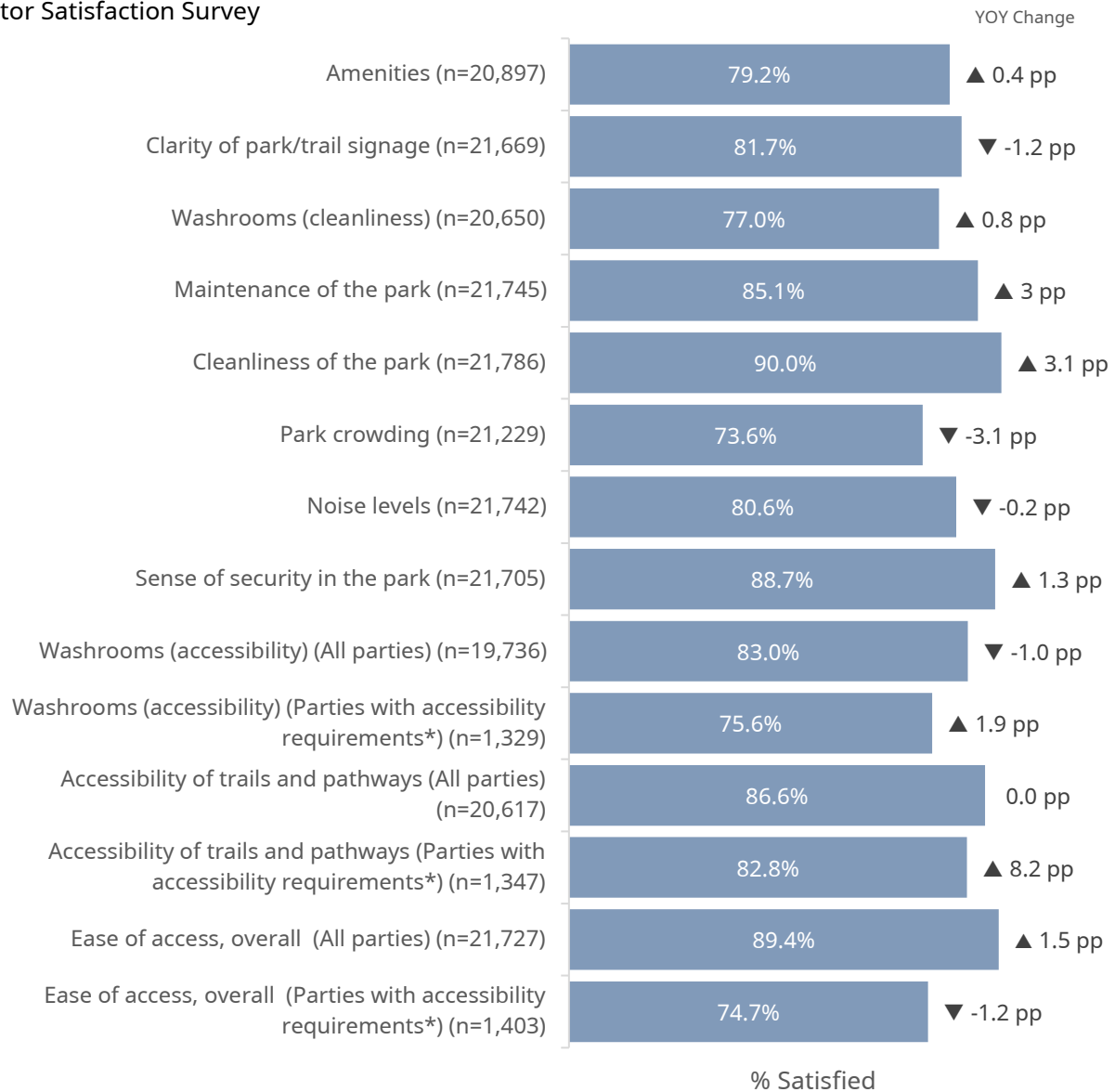
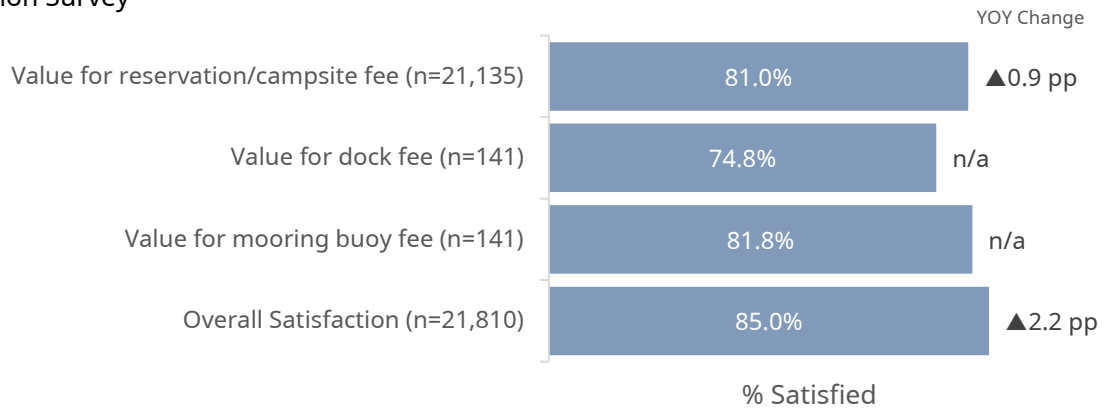


Figure 4c. Percentage of visitors satisfied with each **in-park amenity/service area, 2024 BC Parks Visitor Satisfaction Survey**



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

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



Detailed satisfaction scores (overall and by user type)

Visitors were asked to rate their satisfaction overall, and with each amenity/service that they used during their visit. Detailed results for each item, including the percentage of respondents who selected each response, and mean scores (out of 5), are presented in [Figures 5a-ab](#) 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, including year-over-year comparisons, are available in [Appendix E](#).

Figure 5a. Detailed visitor satisfaction scores overall and by user type for **overall satisfaction**, 2024 & 2023 BC Parks Visitor Satisfaction Surveys

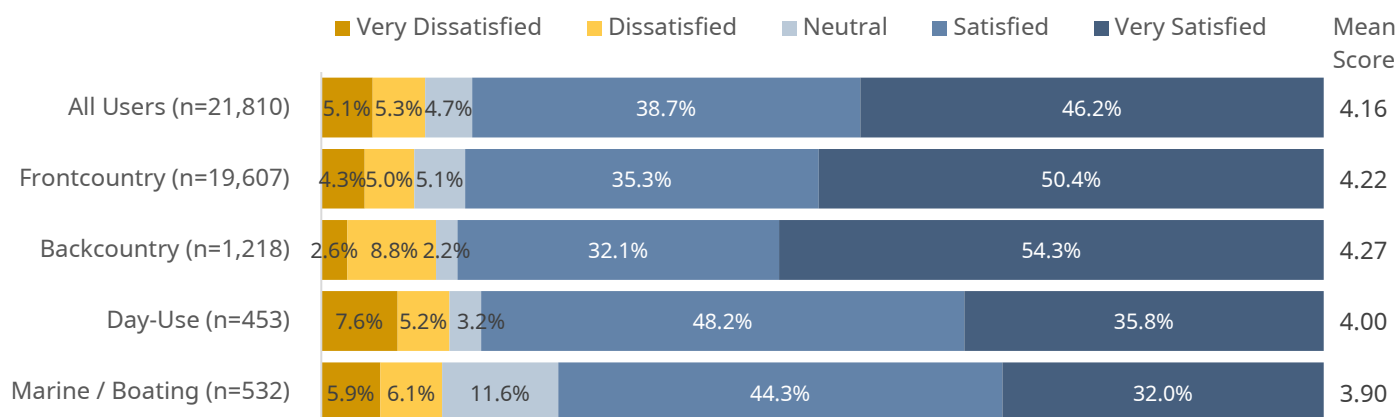


Figure 5b. Detailed visitor satisfaction scores overall and by user type for **BC Parks website (usefulness)**, 2024 BC Parks Visitor Satisfaction Survey

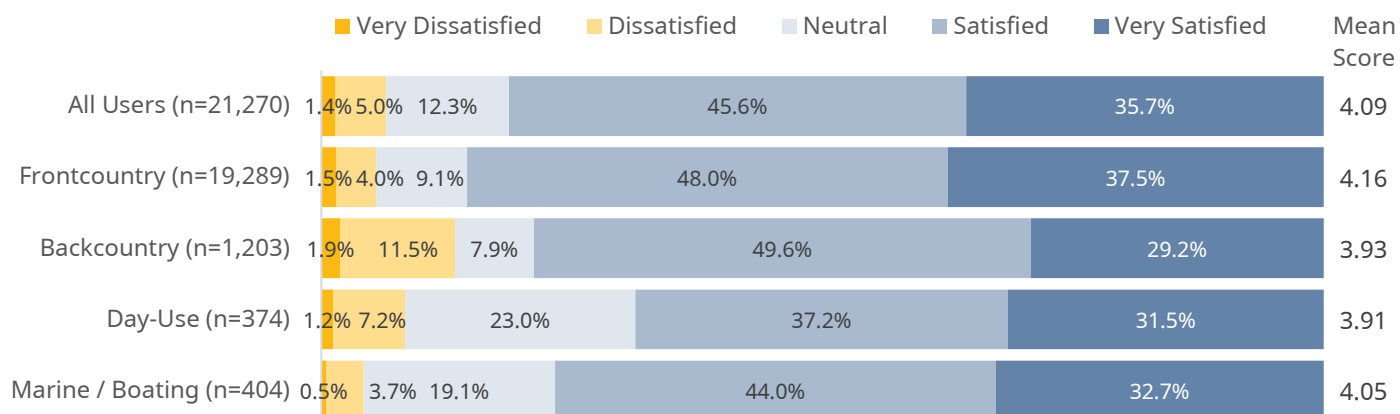


Figure 5c. Detailed visitor satisfaction scores overall and by user type for **BC Parks Call Centre**, 2024 BC Parks Visitor Satisfaction Survey

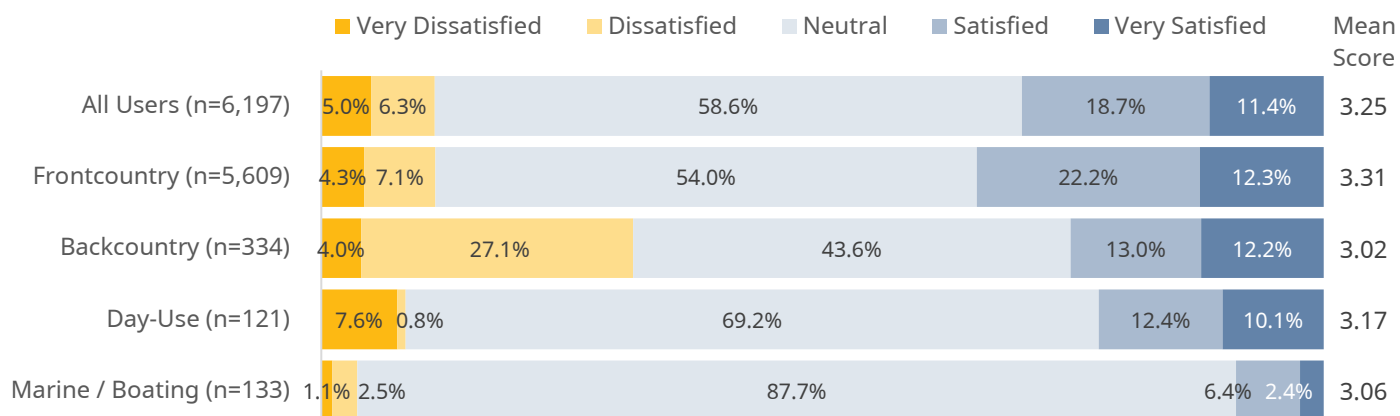


Figure 5d. Detailed visitor satisfaction scores overall and by user type for **reservation website (usefulness)**, 2024 BC Parks Visitor Satisfaction Survey

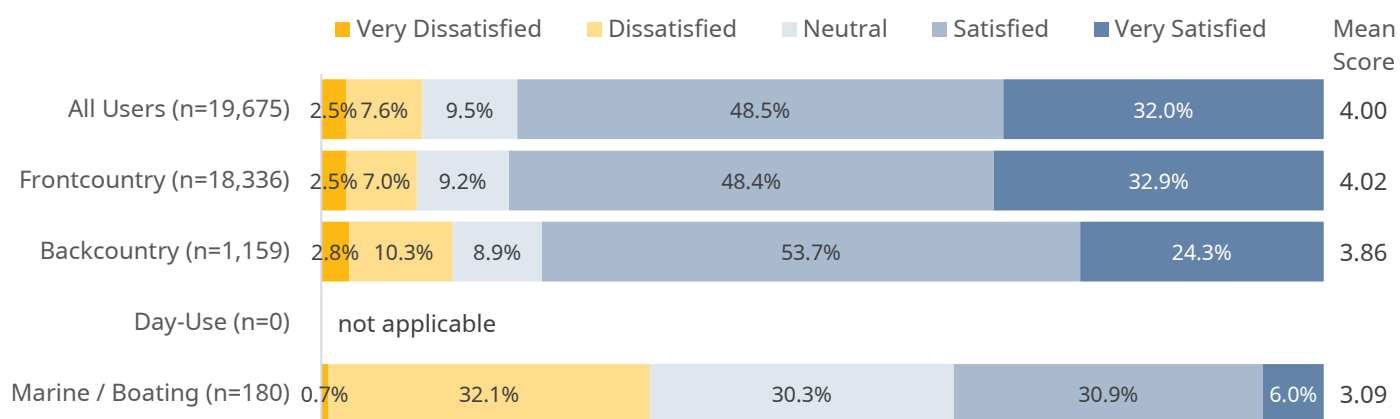


Figure 5e. Detailed visitor satisfaction scores overall and by user type for **ease of reserving campsite, if available**, 2024 BC Parks Visitor Satisfaction Survey

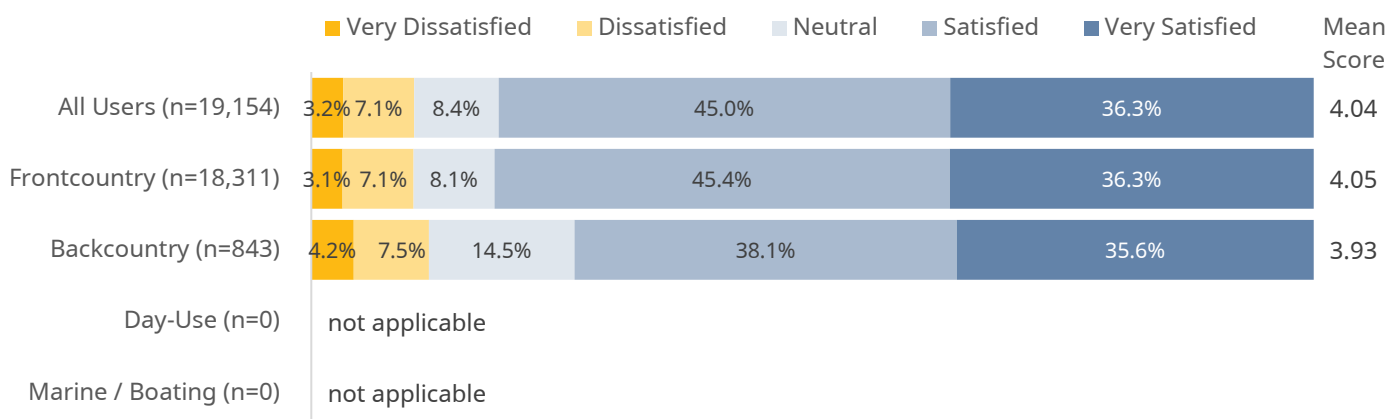


Figure 5f. Detailed visitor satisfaction scores overall and by user type for **ease of registering for your stay, if available**, 2024 BC Parks Visitor Satisfaction Survey

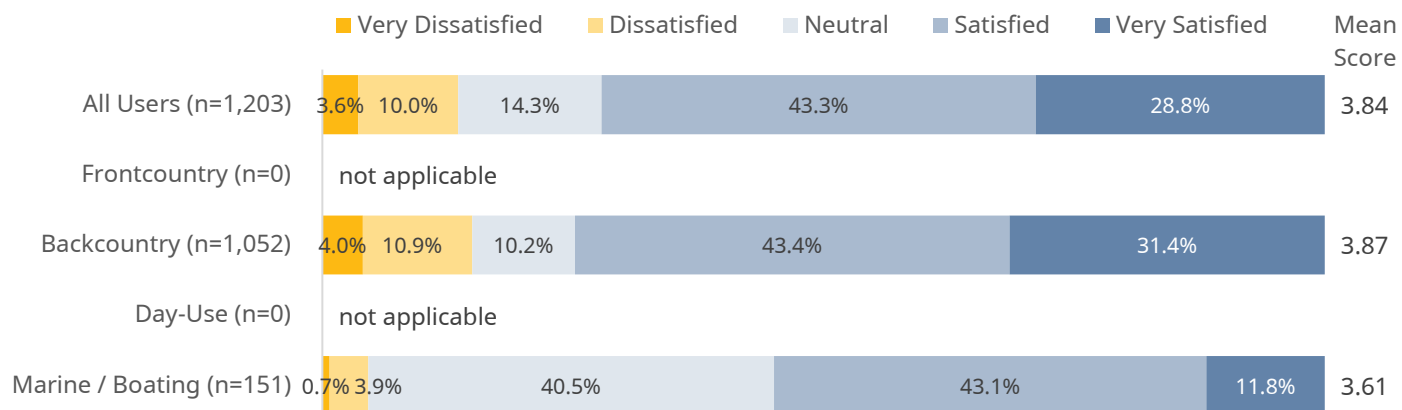
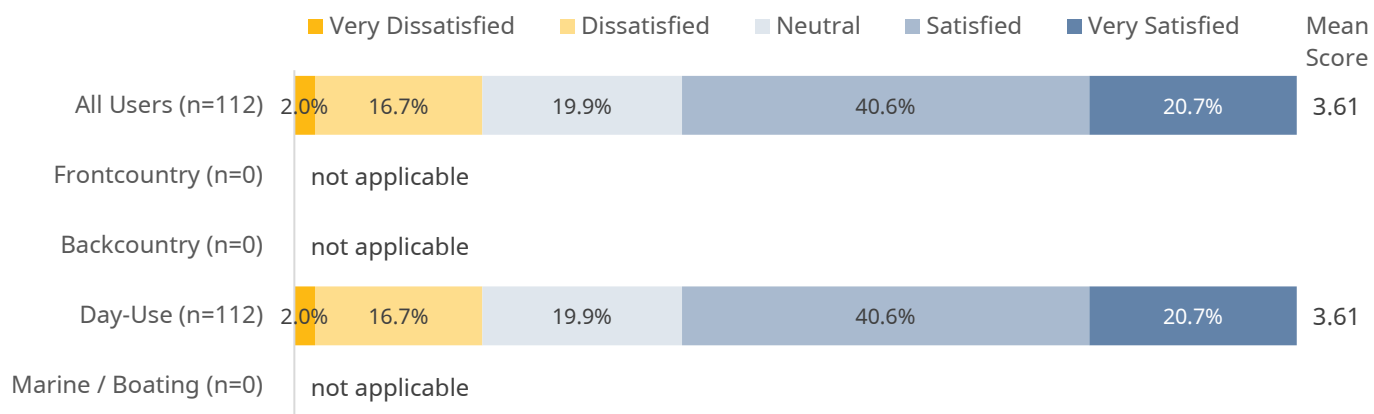
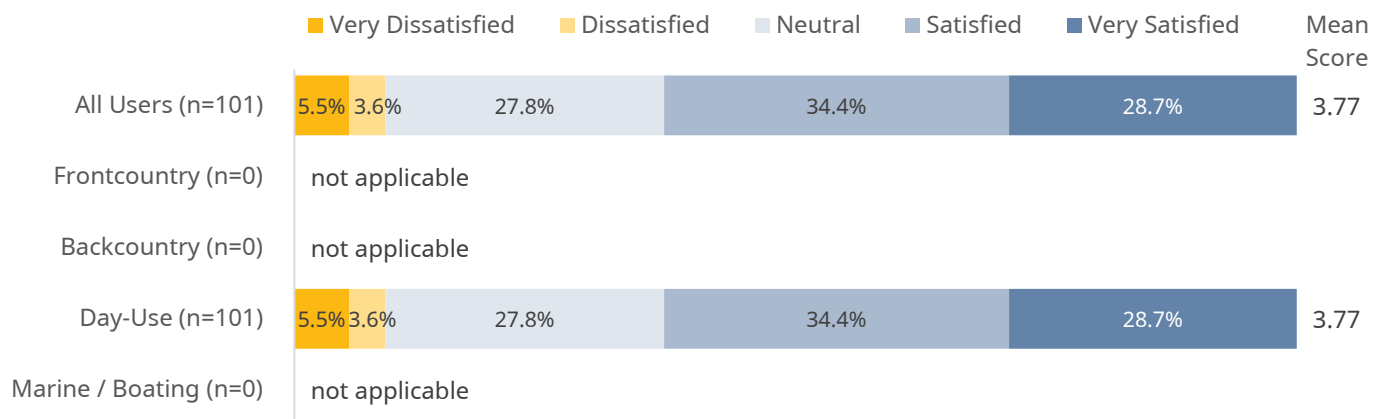


Figure 5g. Detailed visitor satisfaction scores overall and by user type for **day-use pass reservation website (information provided)***, 2024 BC Parks Visitor Satisfaction Survey



*Results limited to the four parks that required a day-use pass in 2024.

Figure 5h. Detailed visitor satisfaction scores overall and by user type for **ease of reserving day-use pass, if available***, 2024 BC Parks Visitor Satisfaction Survey



*Results limited to the four parks that required a day-use pass in 2024.

Figure 5i. Detailed visitor satisfaction scores overall and by user type for **parking options/parking lot**, 2024 BC Parks Visitor Satisfaction Survey

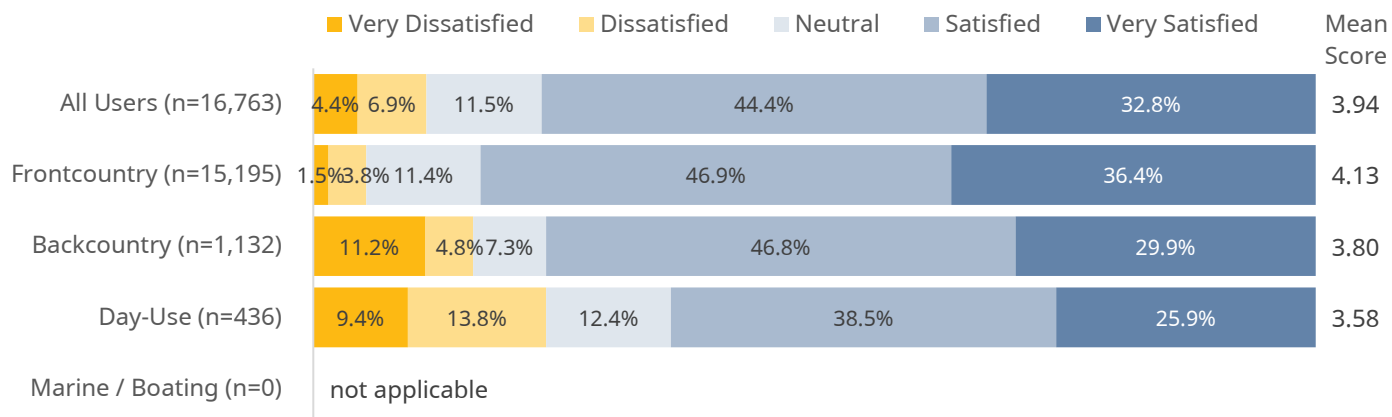


Figure 5j. Detailed visitor satisfaction scores overall and by user type for **check-in process (efficiency)**, 2024 BC Parks Visitor Satisfaction Survey

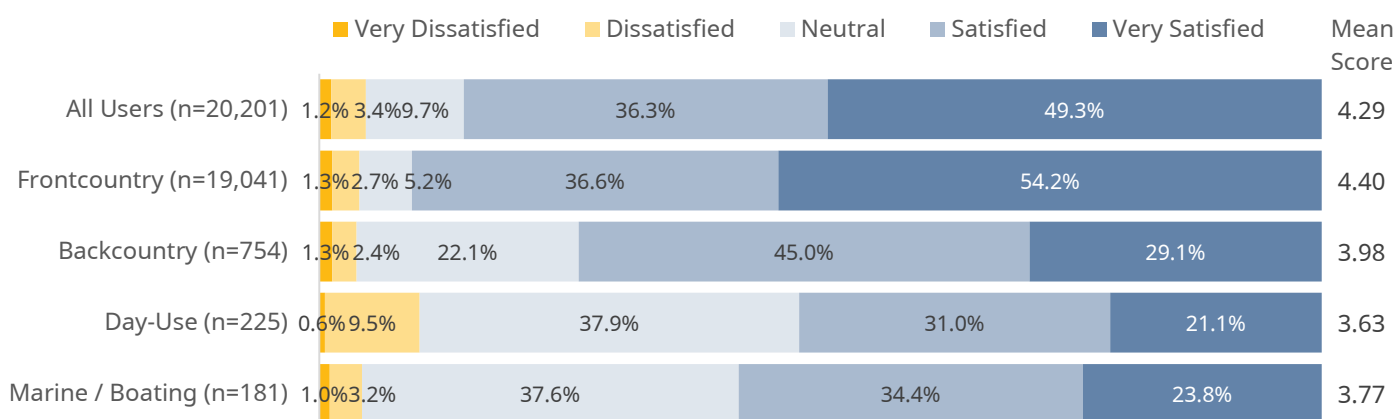


Figure 5k. Detailed visitor satisfaction scores overall and by user type for **availability of first come, first served campsites**, 2024 BC Parks Visitor Satisfaction Survey

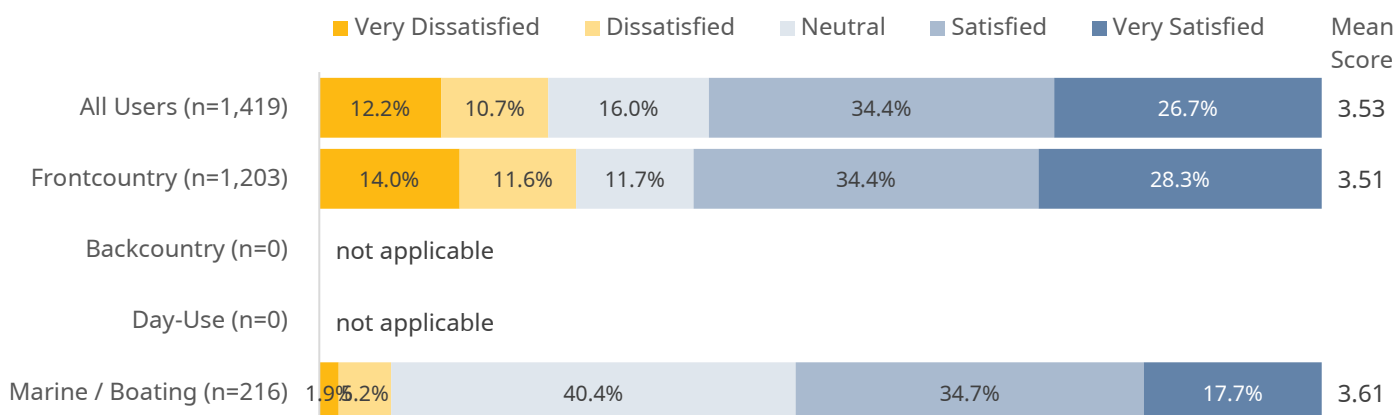


Figure 5l. Detailed visitor satisfaction scores overall and by user type for **amenities**, 2024 BC Parks Visitor Satisfaction Survey

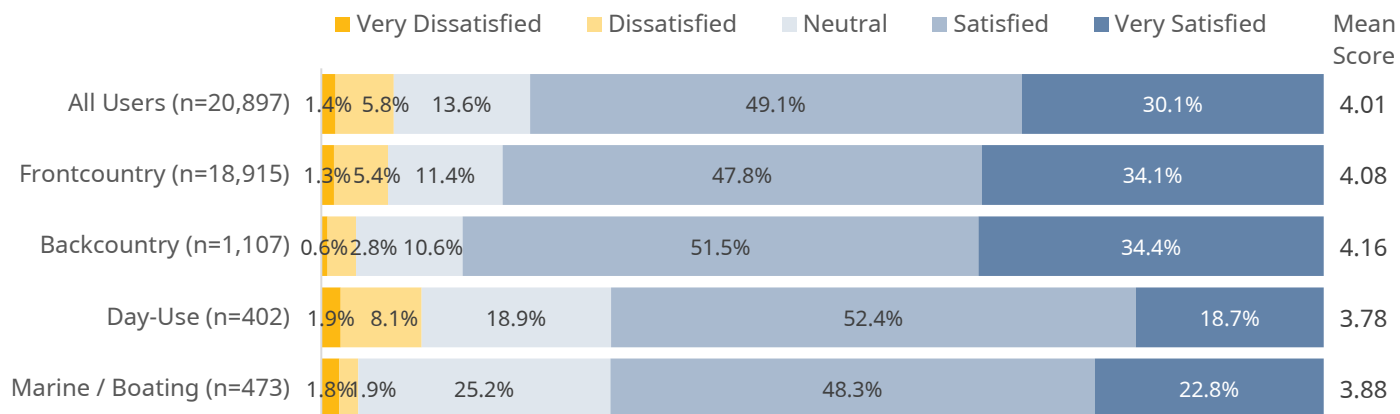


Figure 5m. Detailed visitor satisfaction scores overall and by user type for **clarity of park/trail signage**, 2024 BC Parks Visitor Satisfaction Survey

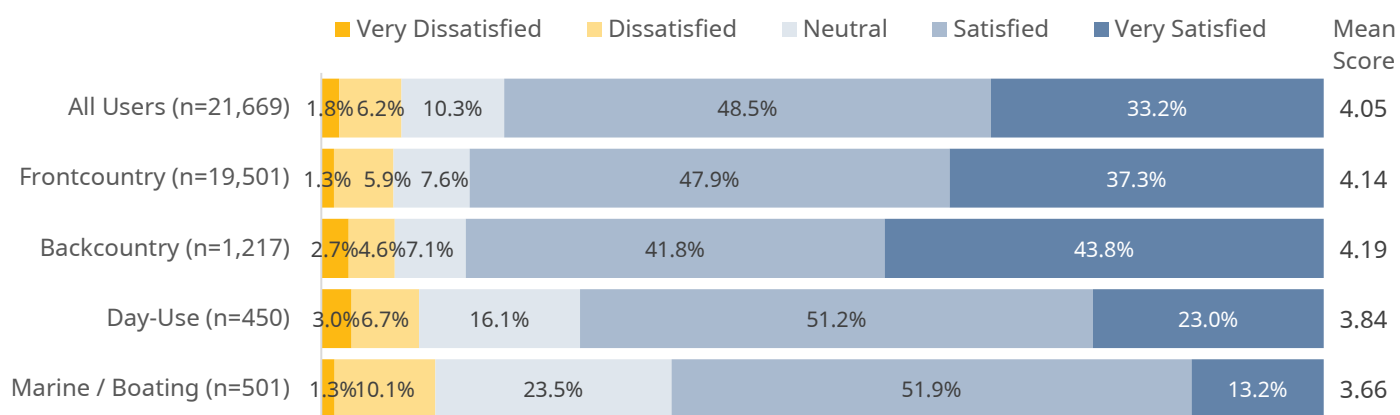


Figure 5n. Detailed visitor satisfaction scores overall and by user type for **washrooms (cleanliness)**, 2024 BC Parks Visitor Satisfaction Survey

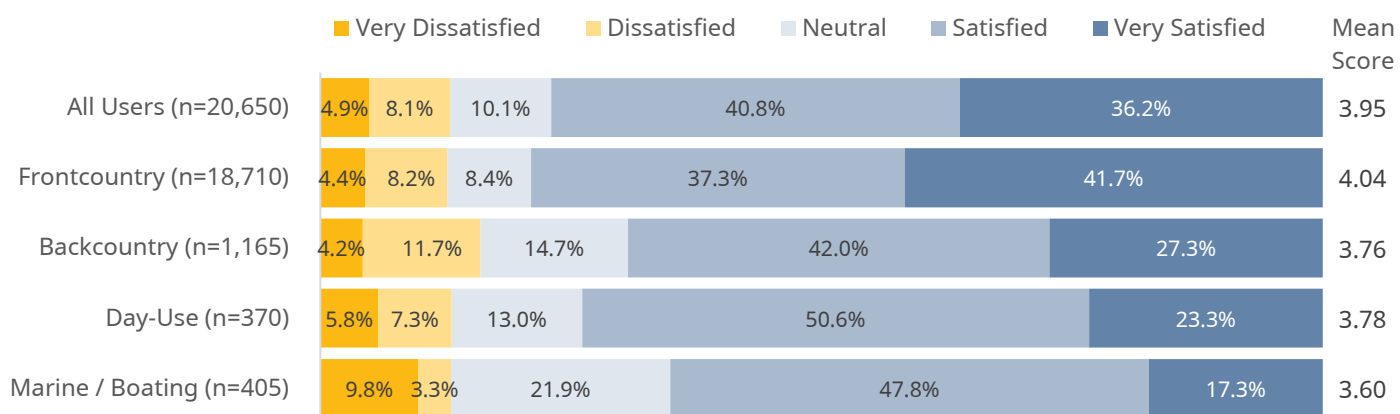


Figure 5o. Detailed visitor satisfaction scores overall and by user type for **maintenance of the park**, 2024 BC Parks Visitor Satisfaction Survey

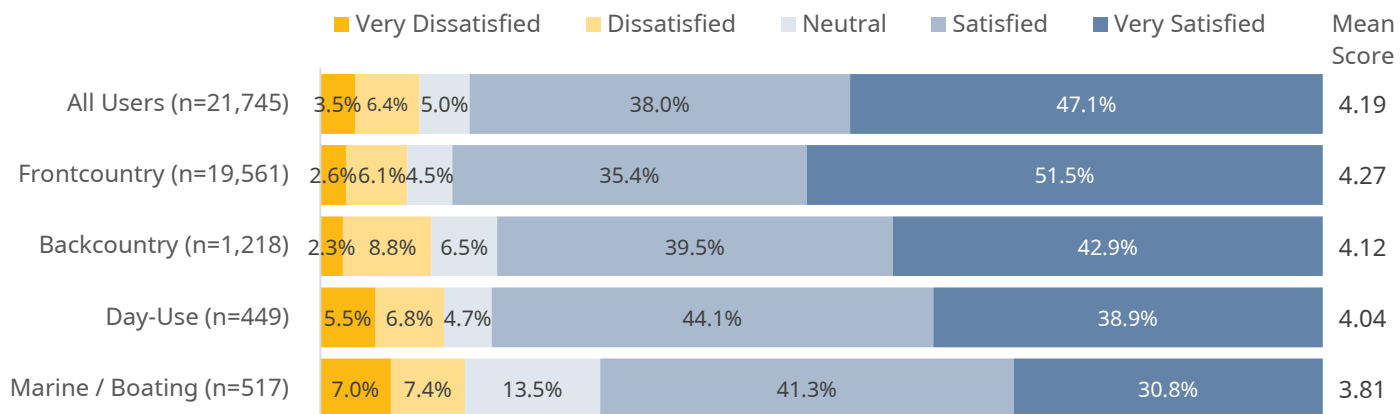


Figure 5p. Detailed visitor satisfaction scores overall and by user type for **cleanliness of the park**, 2024 BC Parks Visitor Satisfaction Survey

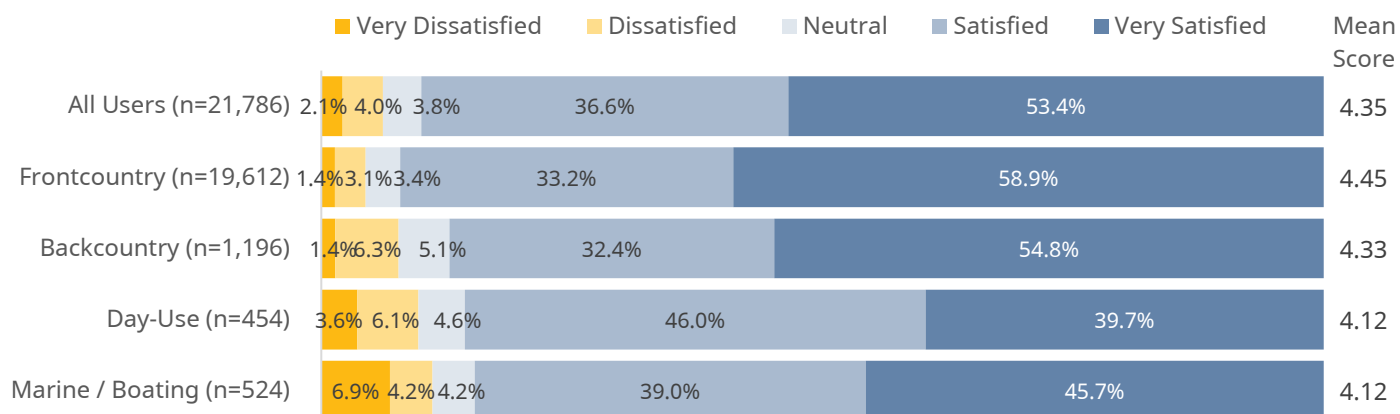


Figure 5q. Detailed visitor satisfaction scores overall and by user type for **park crowding**, 2024 BC Parks Visitor Satisfaction Survey

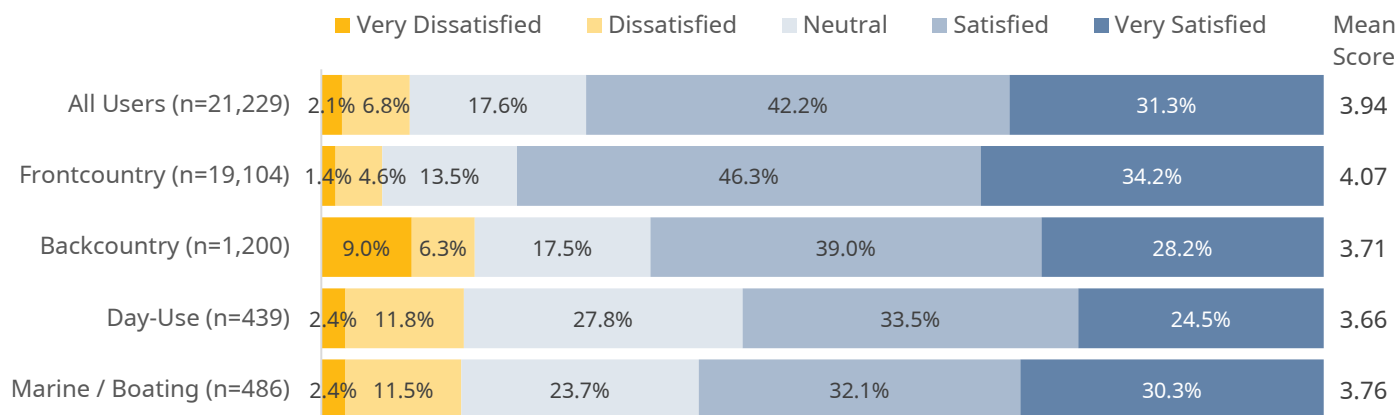


Figure 5r. Detailed visitor satisfaction scores overall and by user type for **noise levels**, 2024 BC Parks Visitor Satisfaction Survey

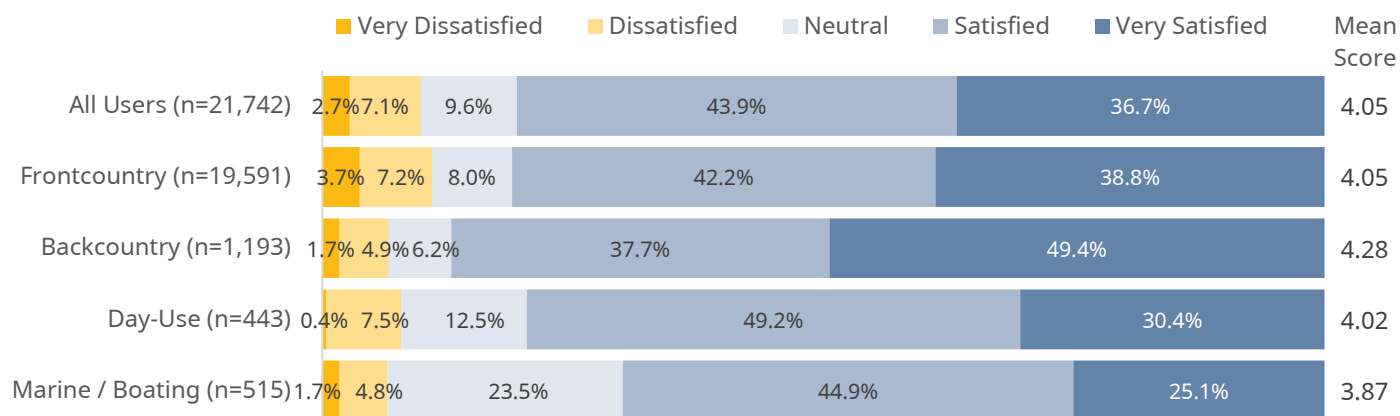


Figure 5s. Detailed visitor satisfaction scores overall and by user type for **sense of security in the park**, 2024 BC Parks Visitor Satisfaction Survey

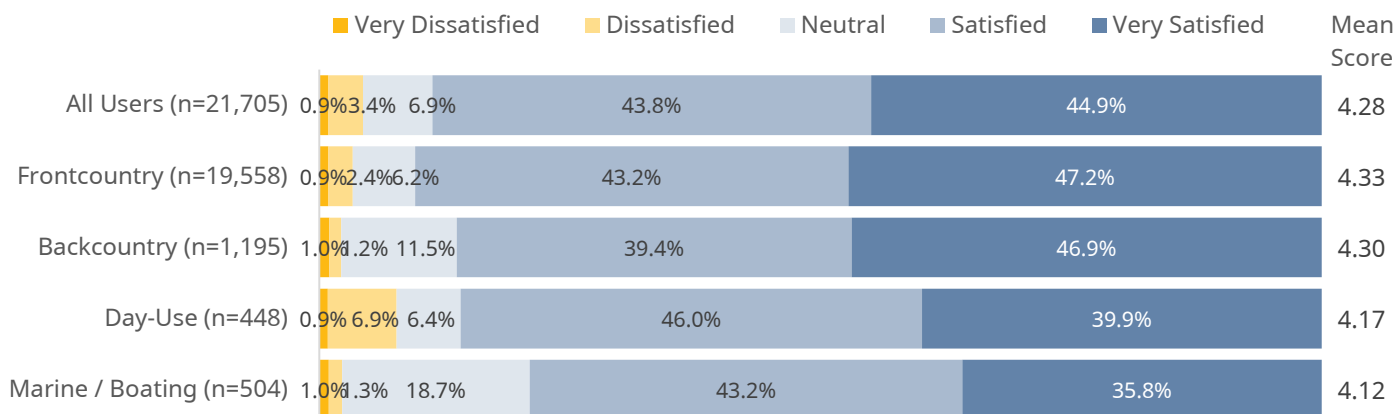


Figure 5t. Detailed visitor satisfaction scores overall and by user type for **washrooms (accessibility) (all parties)**, 2024 BC Parks Visitor Satisfaction Survey

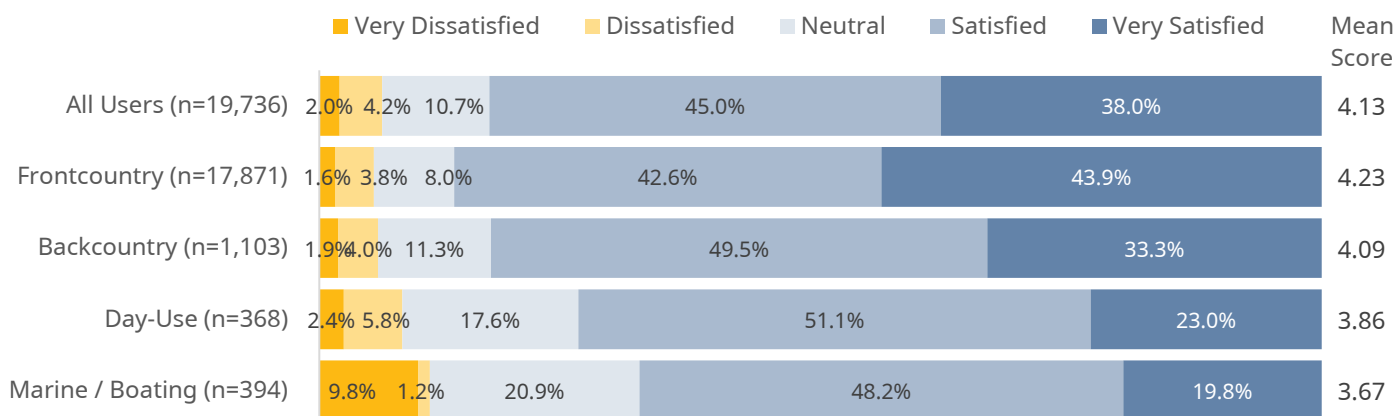
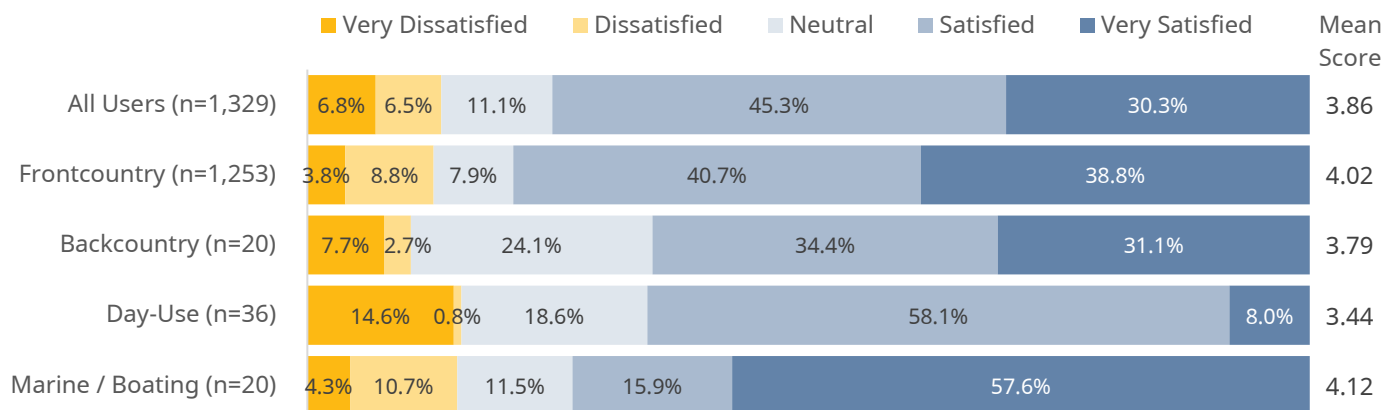


Figure 5u. Detailed visitor satisfaction scores overall and by user type for washrooms (accessibility) (parties with accessibility requirements)*, 2024 BC Parks Visitor Satisfaction Survey



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

Figure 5v. Detailed visitor satisfaction scores overall and by user type for accessibility of trails and pathways (all parties), 2024 BC Parks Visitor Satisfaction Survey

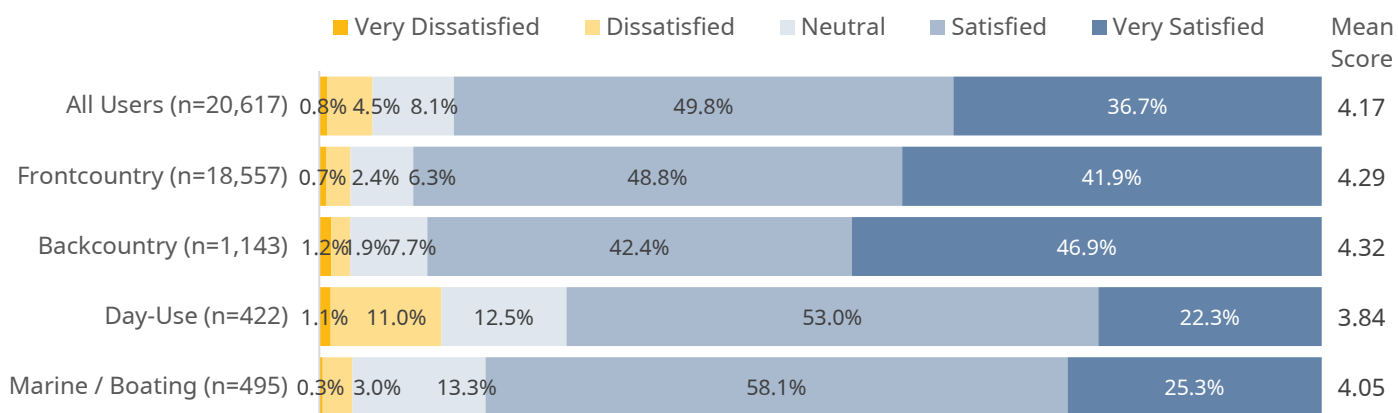


Figure 5w. Detailed visitor satisfaction scores overall and by user type for accessibility of trails and pathways (parties with accessibility requirements), 2024 BC Parks Visitor Satisfaction Survey

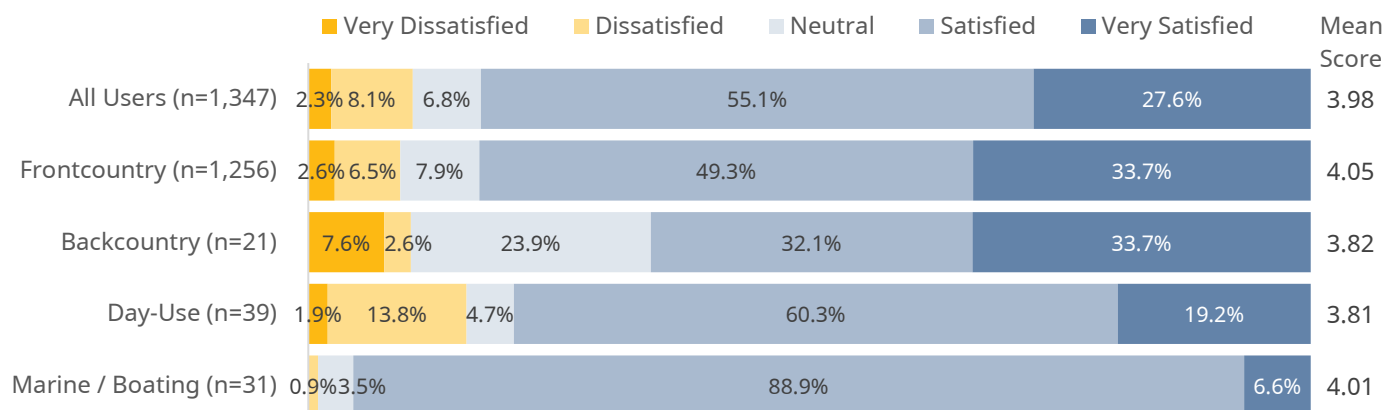
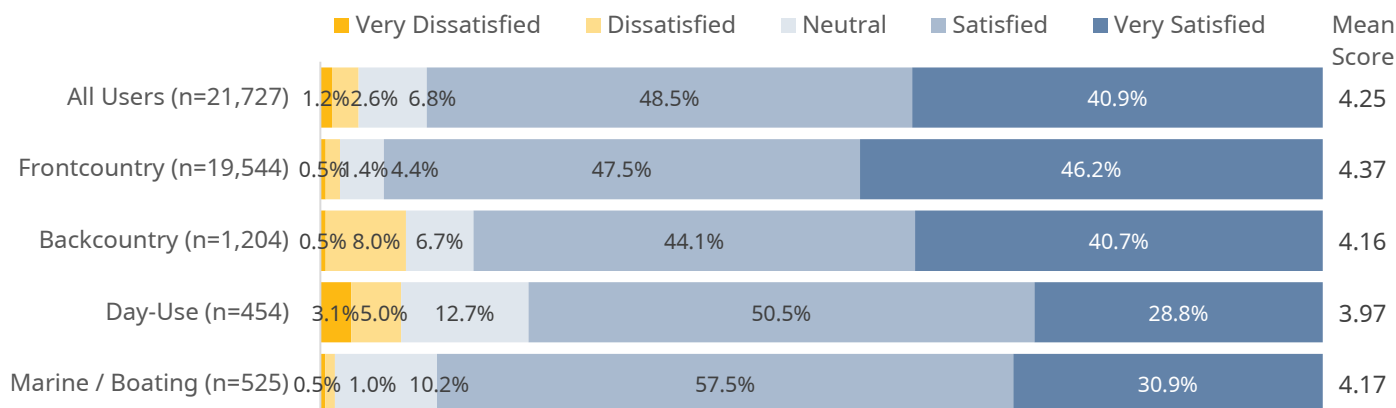
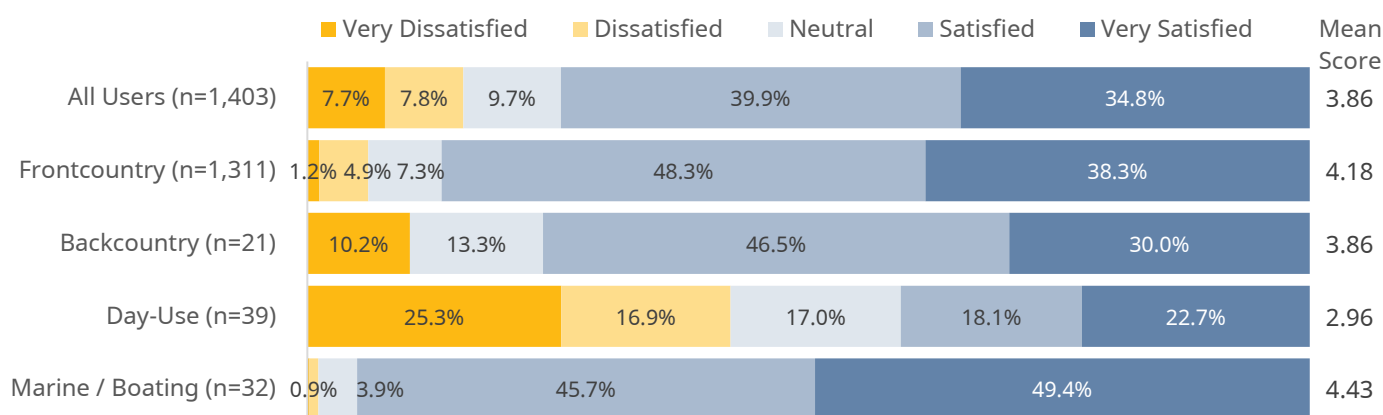


Figure 5x. Detailed visitor satisfaction scores overall and by user type for **ease of access, overall (all parties)***, 2024 BC Parks Visitor Satisfaction Survey



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

Figure 5y. Detailed visitor satisfaction scores overall and by user type for **ease of access, overall (parties with accessibility requirements)***, 2024 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 reservation/campsite fee**, 2024 BC Parks Visitor Satisfaction Survey

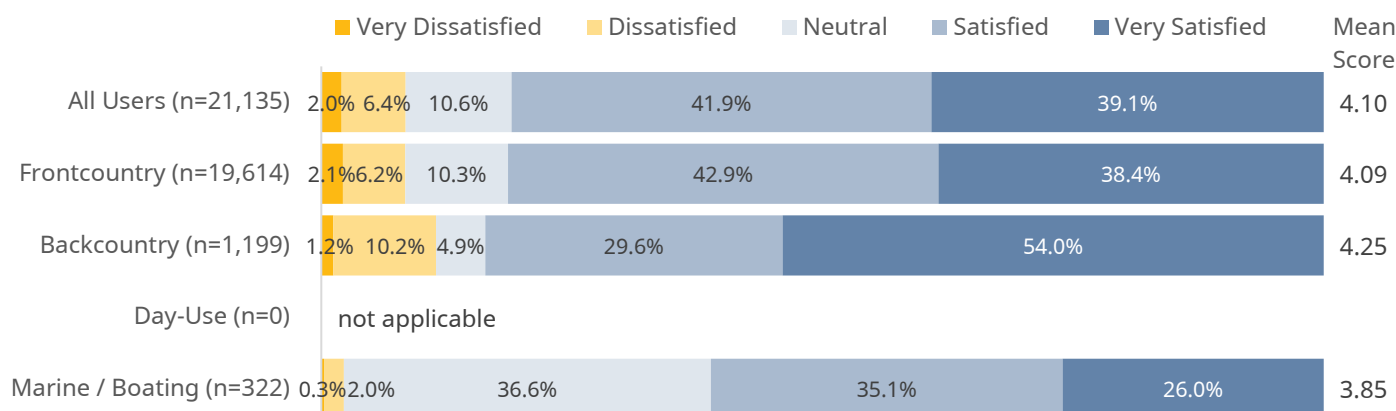


Figure 5aa. Detailed visitor satisfaction scores overall and by user type for **value for dock fee**, 2024 BC Parks Visitor Satisfaction Survey

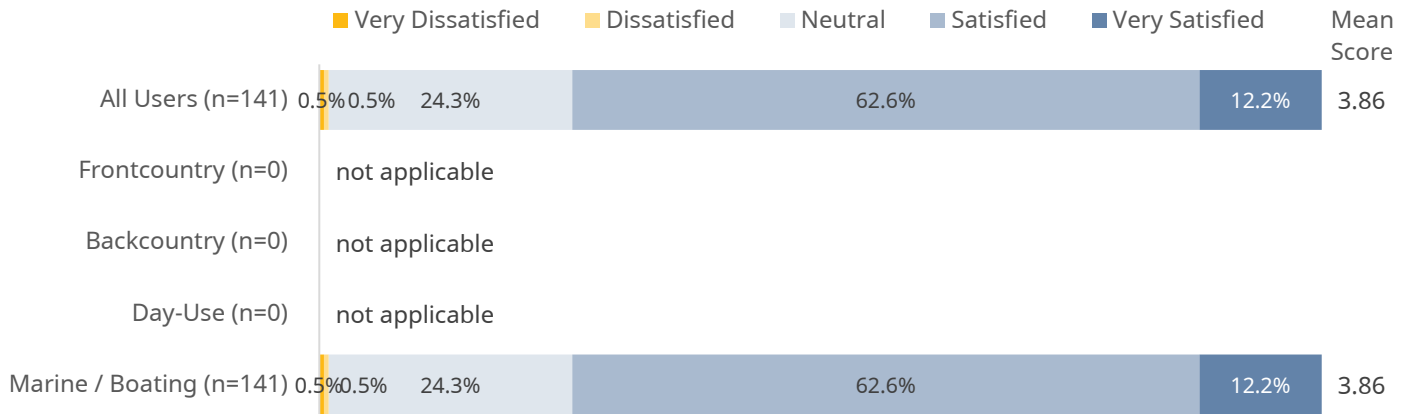
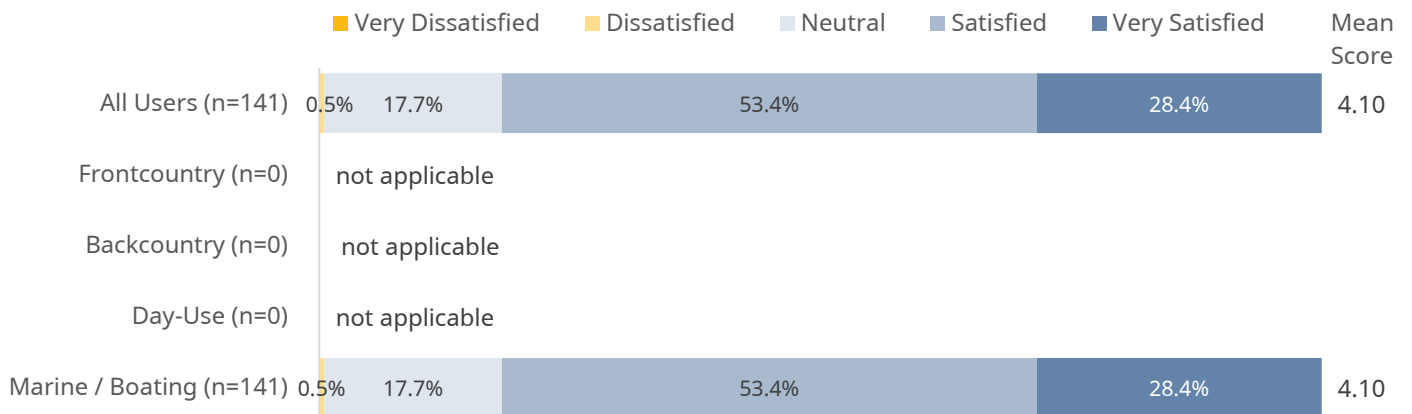


Figure 5ab. Detailed visitor satisfaction scores overall and by user type for **value for mooring buoy fee**, 2024 BC Parks Visitor Satisfaction Survey



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/service area with overall satisfaction is compared to how each service was rated by visitors (see Appendix A for details). Based on these scores (see Appendix F), items are then plotted in one of four quadrants pictured in Figure 6 below.

Figure 6. Priority matrix summary for BC Parks, 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 FCFS campsites • Ease of access, overall (Parties with accessibility requirements) † • Parking options/parking lots † • Washrooms (cleanliness) † • Accessibility of trails and pathways (Parties with accessibility requirements) 	<ul style="list-style-type: none"> • Cleanliness of the parks • Check-in process (efficiency) • Sense of security in the parks • Ease of access, overall (All parties) • Maintenance of the parks • Accessibility of trails and pathways (All parties) † • Washrooms (accessibility) (All parties) † • Value for reservation/campsite fee • BC Parks website (usefulness) † • Clarity of park/trail signage † • Noise levels † • Amenities
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 • Day-use pass website (information provided) † • Ease of reserving day-use pass, if available • Ease of registering for your stay, if available • Value for dock fee • Washrooms (accessibility) (Parties with accessibility requirements) • Park crowding † 	<ul style="list-style-type: none"> • Value for mooring buoy fee • Ease of reserving campsite, if available • Reservation website (usefulness) †

† denotes amenities that have shifted quadrants since the previous year.

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

- Availability of first come, first served campsites
- Ease of access, overall (Parties with accessibility requirements)
- Parking options/parking lot
- Washrooms (cleanliness)
- Accessibility of trails and pathways (Parties with accessibility requirements)

Compared to the previous year, the position of most amenities within the priority matrix remained largely consistent. Accessibility of trails and pathways for individuals with accessibility requirements, and the availability of first come, first served campsites, remain as opportunities for improvement. This suggests these areas need continued attention. Amenities that shifted since the previous year are highlighted in [Table 2](#). Notable changes include the reclassification of ease of access (parties with accessibility requirements, parking options, and washroom cleanliness. These shifted from areas of strength or areas to maintain to opportunities for improvement in 2024. The shifts highlight a growing need to prioritize improvements to amenities/services areas to better meet visitor expectations. While some areas show performance declines and may require attention, others have improved, particularly among online tools and accessibility-related services.

Table 2. Amenity/service areas with movement across quadrants since the previous year

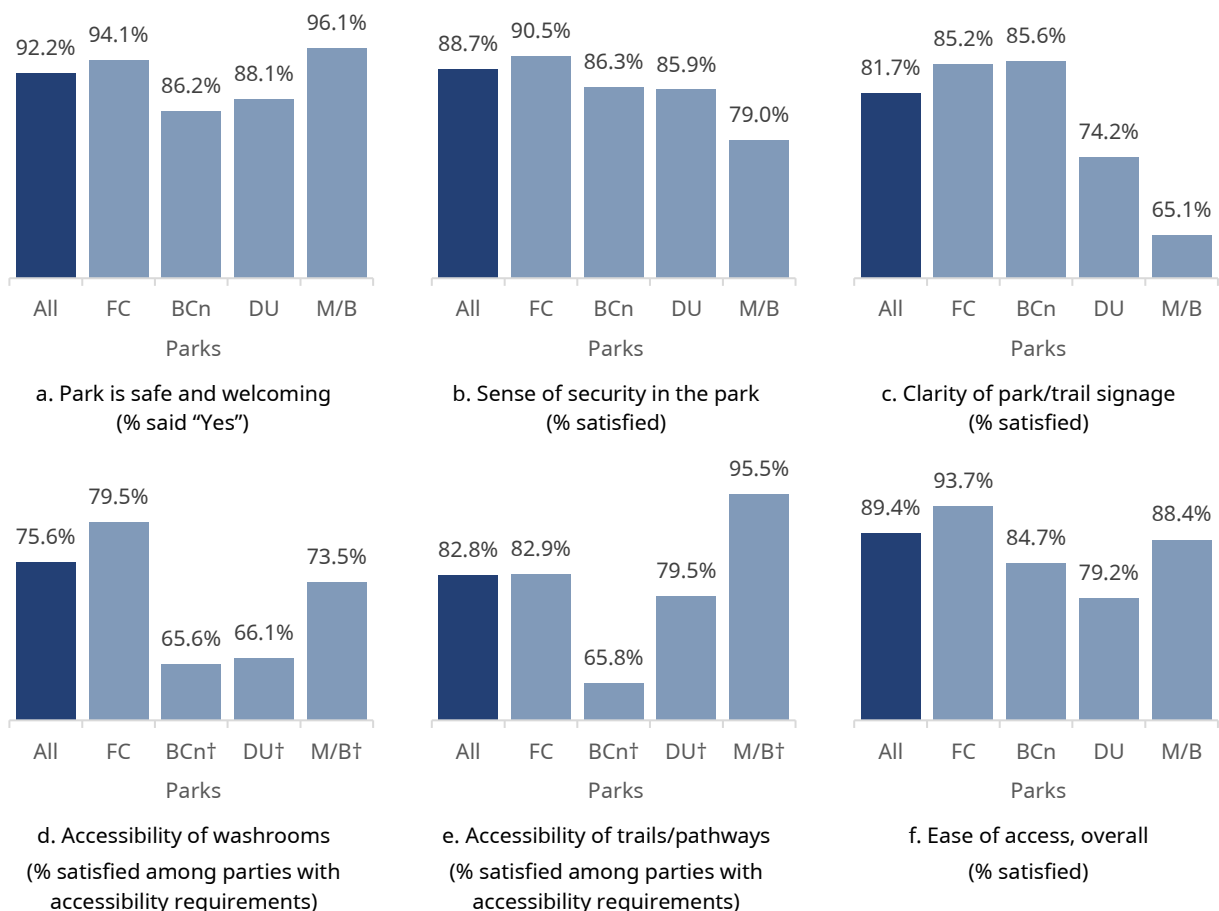
Amenity/service area	2023 position	2024 position	YoY change
Accessibility of trails and pathways (All parties)	Area to Maintain	Area of Strength	▲
Washrooms (accessibility) (All parties)	Area to Maintain	Area of Strength	▲
BC Parks website (usefulness)	Area to Maintain	Area of Strength	▲
Clarity of park/trail signage	Area to Maintain	Area of Strength	▲
Noise levels	Area to Maintain	Area of Strength	▲
Day-use pass website (information provided)	Opportunity for Improvement	Area to Monitor	▲
Reservation website (usefulness)	Area to Monitor	Area to Maintain	▲
Ease of access, overall (Parties with accessibility requirements)	Area of Strength	Opportunity for Improvement	▼
Parking options/parking lots	Area to Maintain	Opportunity for Improvement	▼
Washrooms (cleanliness)	Area to Maintain	Opportunity for Improvement	▼
Park crowding	Area to Maintain	Area to Monitor	▼

Inclusion in BC Parks

BC Parks is committed to ensuring that the provincial parks are welcoming and meaningfully accessible to all. See BC Parks' [Commitment to Inclusion](#) for details. The 2024 Visitor Satisfaction Survey included questions about inclusion, safety, and accessibility. [Figure 7](#) shows the results for these questions for all BC Parks (All) alongside averages for all frontcountry (FC) parks, backcountry (BCn) parks, day-use (DU) parks, and marine/boat accessible (M/B) Parks.

Overall, most visitors felt BC Parks were inclusive, safe and accessible spaces. Relative to other park types, frontcountry parks consistently performed well across all questions. Backcountry and day-use parks typically scored lower on measures related to accessibility. Similar to the previous year, overall perceptions remain strong across all categories. While slight declines were noted in park safety/welcoming and clarity of signage for most park types, measures related to accessibility showed steady improvements across the majority of parks compared to the previous year.

Figure 7. Visitor perceptions of inclusivity, safety and accessibility, 2024 BC Parks Visitor Satisfaction Survey



†Results should be interpreted with caution 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 7,468 comments were received (6,419 comments about why the park was welcoming and 1,049 about why it was not). All visitor comments were coded by theme.

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

- Park staff/hosts were friendly, helpful, etc. (n=3,375)
- Facilities/parks were clean and well maintained (n=1,972)
- Accessible trails/facilities/spaces were provided (n=1,411)

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

- Park staff/hosts are unfriendly, unhelpful, etc. (n=230)
- Accessibility of washrooms/showers (n=179)
- Poor signage/maps/in-park information (n=148)

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

Figure 8. Sample responses to “If you are comfortable with sharing, please let us know what it was in particular that made you feel that the park was a welcoming, inclusive, safe and meaningfully accessible space.”

"Very friendly, approachable staff. Clean, clear spaces to move around."
- Visitor comment from a Small Park - North Coast Skeena Region

"Park is very clean, campsites are very spacious. Park Rangers are very friendly."
- Visitor comment from a Large Park - Kootenay Okanagan Region

"Large walkways/paths. Lots of space in outhouses. Ramps were built."
- Visitor comment from a Large Park - West Coast Region

"The Park is clean and very safe, as the hosts were very active around the park."
- Visitor comment from a Medium Park - Kootenay Okanagan Region

"Accessible sites were close to the washrooms which is helpful for people with mobility issues, or other health issues that limit their ability to walk long distances."
- Visitor comment from a Medium Park - South Coast Region

"Wheelchair bathroom had plenty of space to help my son. He doesn't have a wheelchair but needs support. Saw an inclusion sign at the park entrance. Well-kept flat campsite."
- Visitor comment from a Small Park - Omineca Peace Region

"There were few if any physical barriers to access park attractions: Example, no stairs. The trails were well-maintained, plenty of toilets."
- Visitor comment from a Small Park - Thompson Cariboo Region

"Large Parks" are parks with $\geq 275,000$ visitors per year, "Medium Parks" are parks with 35,000 to 274,999 visitors per year, and "Small Parks" are parks with $< 35,000$ visitors per year.

Figure 9. Sample responses to “If you are comfortable with sharing, please let us know what it was in particular that made you feel that the park was not a welcoming, inclusive, safe and meaningfully accessible space.”

"The check-in process was frustrating, and the park manager was not only rude but unkind and abrasive. "

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

"Camp host was extremely rude and scared kids!"

- Visitor comment from a Medium Park - Kootenay Okanagan Region

"Male/female bathrooms, no inclusive signage. Unfriendly staff."

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

"Not all washrooms are easily accessible for individuals with mobility challenges. It would be nice to see the local First Nations language used within the park, in addition to current signage."

- Visitor comment from a Small Park - Thompson Cariboo Region

"Not accessible for mobility issues such as ramps, ways to access outhouses. "

- Visitor comment from a Small Park - West Coast Region

"Not particularly accessible regarding facilities. Washroom stalls are barely accessible in general due to the size of the stall and which way the door opens. Pregnant people have troubles entering the stall. People with any mobility devices have no option. "

- Visitor comment from a Large Park - South Coast Region

"Hard to find signage to find the park, to find things in park, or how to sign in. No signage about campsite fire ban and there was someone with a fire that parks people drove past and said nothing!"

- Visitor comment from a Large Park - South Coast Region

"Wayfinding maps were confusing, and in some cases illegible due to damage."

- Visitor comment from a Medium Park - West Coast Region

"We did not see very much Indigenous history shared either in the information center or along trail signage. "

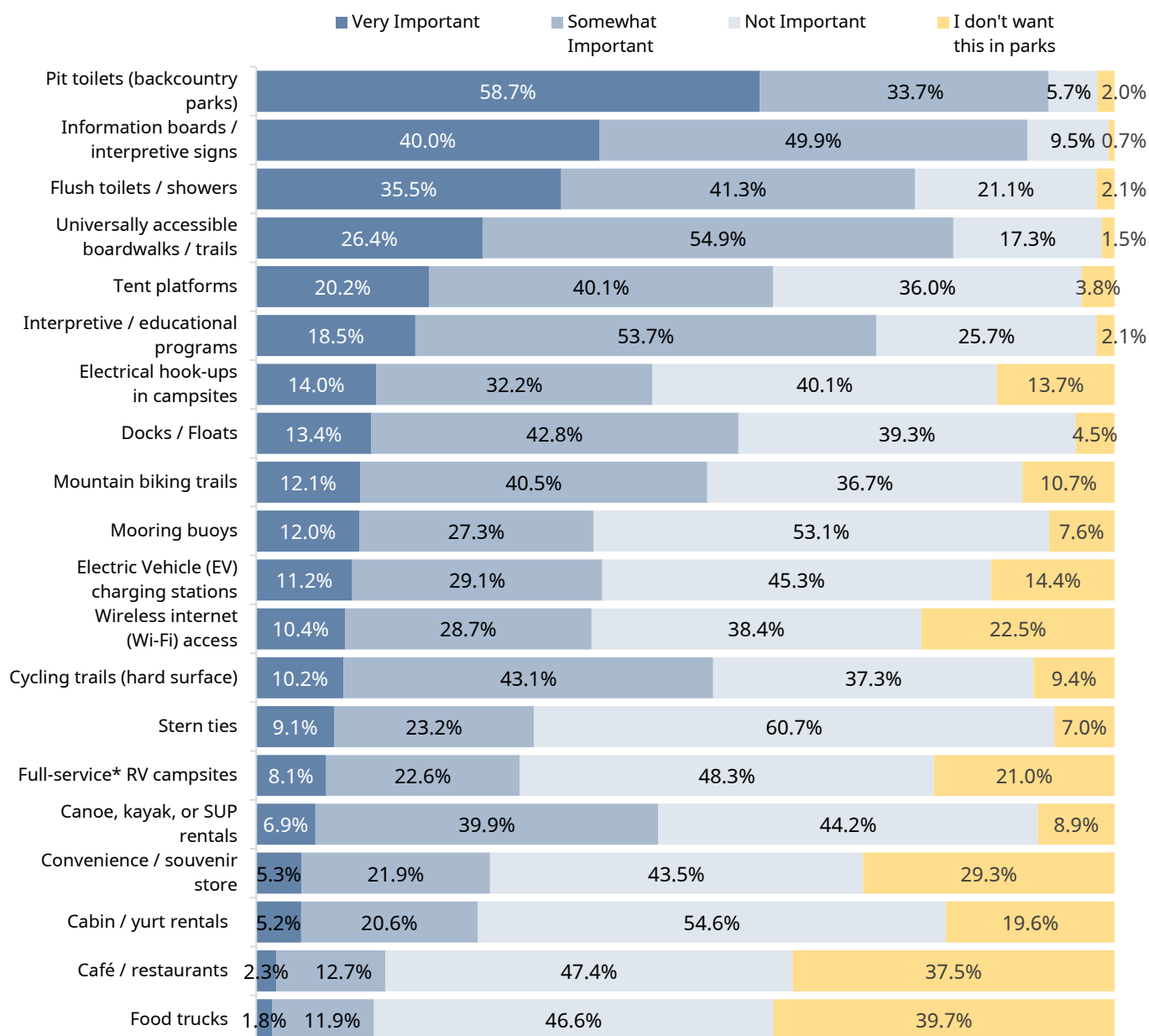
- Visitor comment from a Medium Park - Omineca Peace Region

"Large Parks" are parks with $\geq 275,000$ visitors per year, "Medium Parks" are parks with 35,000 to 274,999 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. Visitor 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/services were “Very Important”, “Somewhat Important” and “Not Important”. The percentage of respondents who do not want the facility or service in provincial parks is presented on the right-hand side.

Figure 10. Facility/service by importance, 2024 BC Parks Visitor Satisfaction Survey



*Full service includes water, sewer, electric.

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

- Pit toilets (in backcountry/marine parks)
- Information boards/interpretive signs
- Flush toilets/showers

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

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

Similar to the previous year, visitors appear to want BC Parks to invest most in upgrading/improving upon essential services (for example, toilets and washrooms) and educational tools. 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 12,041 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 five subject areas visitors provided comments about most frequently were:

- Park maintenance/cleanliness (n=2,719)
- Washrooms (n=1,625)
- Rule enforcement/safety protocols (n=1,591)
- The reservation system (n=1,519)
- Their overall experience (n=1,413)

A few comments that exemplify the top themes identified are included in [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?”

"It was a beautifully well kept and maintained park. I would definitely go back."

- Visitor compliment - North Coast Skeena Region

"We enjoyed our visit. We appreciated the new platforms as well as the well-maintained pit toilet. Our only comment is toward the trail's maintenance. We saw great improvement with new bridges; however, some sections of the trail were so damaged that the erosion is jeopardizing its integrity. We hope that it is just a matter of time that BC Parks will add stairs or logs to prevent further erosion on these step sections."

- Visitor compliment/suggestion - West Coast Region

"Bathrooms need to be maintained better, chipped tiles and shower heads that spray water onto the benches that cannot be adjusted are very frustrating. Generators should be banned from some parks - we come camping to listen to nature - not a two-stroke engine for four hours a day. Gravel entry road potholes could be filled more often."

- Visitor complaint - South Coast Region

"Trails not maintained as they have been on previous visits. Several trees down across the trails. Staff not as friendly as previous years."

- Visitor complaint - South Coast Region

"The pit toilets were in horrible condition. Not clean and had many flies. However, the rest of the park and campground were in great condition, and it was a very pleasant stay."

- Visitor complaint/compliment - Thompson Cariboo Region

"This was the first camping trip for my husband and I in our new trailer. We had a fantastic week. The park was clean, staff was friendly and helpful, and overall, the fellow campers were quiet and respected one another's space and time."

- Visitor compliment - Thompson Cariboo Region

"Campground patrols after dark to keep noise levels and campfire bans in effect."

- Visitor suggestion - Kootenay Okanagan Region

"Better noise controls. The park hosts did nothing to enforce the noise after 10:00 pm rules. It ruined the trip."

- Visitor complaint - Kootenay Okanagan Region

"Better control of generator use and hours used. Many break the rules. Ideally generator required RVs set away from solar powered RVs and tenters. Very disruptive to natural beauty and setting."

- Visitor complaint - Kootenay Okanagan Region

"Your reservation notification system needs improving. There is no way I will ever be able to secure a reservation when you send the notification to everyone at once."

- Visitor suggestion - West Coast Region

"Your reservation system is inadequate. If I want to change my reservation to a different park I need to cancel, lose money and rebook at the new park for the same dates. Makes no sense and seems like a money grab. Unacceptable, we live in a time of constant price gouging, do better."

- Visitor complaint - Omineca Peace Region

"Delighted that BC Parks has required the reservation system to now require full payment in advance. It appears to have stopped the bulk booking that people were doing prior to having to pay the full amount. The general upkeep of trails, toilets and the cleanup of campsites was poor to non-existent in the campsite."

- Visitor compliment/complaint - 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. Results in this section are unweighted.

RESPONDENT CHARACTERISTICS

Age

% Respondents			
Under 18 years	18-40 years	41-64 years	65 years and older
0.1%	26.2%	52.5%	21.2%

Gender

% Respondents		
Male	Female	Non-binary/Other
40.5%	58.8%	0.7%

Ethnicity

	% Respondents
Single ethnicity selected	96.2%
Arab	0.1%
Black	0.1%
Chinese	2.7%
Filipino	1.2%
First Nations/ Indigenous	1.0%
Korean	1.0%
Japanese	0.4%
Latin American	1.5%
Pacific Islander (e.g., Hawaiian, Samoan, Tahitian, Tongan, Fijian, etc.)	0.1%
Southeast Asian (e.g., Vietnamese, Cambodian, Laotian, Thai, etc.)	0.4%
South Asian (e.g., Indian, Pakistani, Sri Lankan, etc.)	1.2%
West Asian (e.g., Iranian, Afghan, etc.)	0.5%
White/Caucasian	84.9%
Other	1.3%
Multiple ethnicities selected	3.8%

Province/country of residence

% Respondents			
British Columbia	Rest of Canada	USA	International-Other
85.0%	9.9%	3.4%	1.6%

Total does not add to 100% due to rounding.

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
17.5%	27.5%	18.1%	12.0%	8.8%	16.2%

Total does not add to 100% due to rounding.

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
19.3%	47.0%	24.2%	4.8%	4.6%

Total does not add to 100% due to rounding.

How respondents heard about the survey

	% Respondents
Email from BC Parks	89.2%
Word of mouth	2.4%
In the park - I saw a poster about the survey	2.2%
BC Parks reservation website home page (camping.bcparks.ca)	1.5%
Recreation club or organization	1.3%
BC Parks social media channels	1.1%
In the park - a staff member told me about the survey	0.7%
BC Parks website under "Get Involved"	0.3%
Government of BC social media channels	0.2%
Other	1.1%

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	3.9 persons	5.8%	42.7%	11.8%	18.1%	21.6%
Frontcountry campers	3.9 persons	5.4%	42.6%	11.7%	18.5%	21.9%
Backcountry campers	3.5 persons	10.9%	44.7%	13.9%	13.0%	17.4%
Day-use visitors	4.9 persons	12.5%	38.7%	13.4%	13.6%	21.8%
Marine/boating visitors	4.0 persons	3.9%	44.9%	8.6%	20.9%	21.6%

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 users	12.4%	32.8%	39.6%	60.9%	28.1%
Frontcountry campers	13.2%	34.3%	38.3%	61.7%	28.9%
Backcountry campers	3.0%	18.4%	63.6%	48.2%	8.9%
Day-use visitors	6.9%	21.7%	45.7%	55.0%	29.0%
Marine/boating visitors	7.6%	18.1%	24.9%	65.0%	40.9%

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	94.6%	97.1%	86.1%	89.7%	25.8%
Vehicle rental/ car share	2.3%	2.1%	5.2%	6.2%	0.8%
Bicycle/e-bike	0.5%	0.4%	1.4%	1.5%	0.9%
Public transit	0.1%	<0.1%	0.5%	0.4%	0.0%
BC Parks shuttle	<0.1%	<0.1%	0.2%	0.0%	0.0%
Tour bus/school bus	<0.1%	<0.1%	0.3%	0.2%	0.0%
Boat	2.0%	0.2%	1.4%	0.2%	71.2%
On foot	0.3%	0.1%	3.4%	1.8%	0.0%
Hitchhiked	<0.1%	0.0%	0.2%	0.0%	0.0%
Other	0.2%	0.1%	1.2%	0.0%	1.3%

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 users	23.5%
Frontcountry campers	20.8%
Backcountry campers	61.4%
Day-use visitors	41.2%
Marine/boating visitors	41.5%

Accessibility requirements

User type	% Parties with someone in the group with an accessibility requirement
All users	6.5%
Frontcountry campers	6.7%
Backcountry campers	1.7%
Day-use visitors	8.6%
Marine/boating visitors	6.0%

Newcomer status

User type	% Parties with someone who considers themselves to be a newcomer to Canada
All users	6.2%
Frontcountry campers	6.0%
Backcountry campers	9.4%
Day-use visitors	9.3%
Marine/boating visitors	4.8%

TRIP CHARACTERISTICS

Month of visit

% Parties visited in...		
January	February	March
<0.1%	<0.1%	0.1%
April	May	June
0.3%	13.7%	22.2%
July	August	September
31.8%	26.2%	5.6%

Total does not add to 100% due to rounding.

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

Main purpose of the visit

% Parties			
Frontcountry camping	Backcountry camping	Day-use	Marine use/ boating
89.9%	5.6%	2.1%	2.4%

Frontcountry camping reservation status

% Frontcountry camping parties who camped...	
With a reservation	First come, first served
93.8%	6.2%

Frontcountry camping reservation attempt among first come, first served campers

% FCFS Frontcountry camping parties who...		
Did not want to make a reservation	Visited a campground/site that does not accept reservations.	Attempted to make a reservation, but was unsuccessful
51.2%	8.4%	40.5%

Total does not add to 100% due to rounding.

Day-use pass usage (day-use visitors visiting a park requiring a pass)

% Day-use visitors who...			
Used a day-use pass to visit the park	Visited the park during a season a day-use pass was not required	Visited the park after 4pm or on a day of the week when a day-use pass was not required	Did not need a day-use pass because they were camping in the park or using a trailhead that did not require it
16.3%	3.2%	1.9%	78.5%

Total does not add to 100% due to rounding.

Marine users/boaters (Detailed)

% Marine/ boating visitors who were...	
Day-use visitors	Camping
25.6%	74.4%

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
4.6%	18.1%	34.0%	28.5%	14.8%

Marine/boating day-use visitors				
% 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

Frountcountry campers with reservation				
Average nights	% Parties who spent...			
3.5	1 night	2 nights	3 nights	4 nights
	12.1%	25.8%	27.0%	15.2%
	5 nights	6 nights	7 nights	8 or more nights
	7.3%	3.5%	3.7%	5.4%

Number of nights spent in park (continued)

Frontcountry campers, first come first served

Average nights	% Parties who spent...			
3.0	1 night	2 nights	3 nights	4 nights
	29.5%	25.8%	19.0%	10.1%
	5 nights	6 nights	7 nights	8 or more nights
	5.5%	2.4%	2.5%	4.9%
	4 weeks up to 6 months as part of the long-stay program			
	0.2%			

Total does not add to 100% due to rounding.

Backcountry campers

Average nights	% Parties who spent...			
2.3	1 night	2 nights	3 nights	4 nights
	38.4%	33.7%	13.2%	6.1%
	5 nights	6 nights	7 nights	8 or more nights
	3.0%	2.2%	1.6%	1.8%

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.

Camping shelters used (all overnight visitors)

	Count of respondents
Tent(s)	9,775
Trailer up to 18 feet	3,104
Trailer or RV up to 32 feet	6,314
Trailer or RV over 32 feet	594
Van/camper	2,107
Cabin/yurt	91
Backcountry shelter	25
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	208

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

Power sources used (Frontcountry campers)

	% Respondents
Single power source used	38.6%
Electrical hook-up in your campsite	6.0%
Conventional generator (over 60 dB)	5.1%
Invertor generator (under 60 dB)	5.8%
Solar generator	9.2%
Portable power bank/station	12.5%
Multiple power sources used (top combinations listed below)	10.7%
Solar generator + portable power bank/station	2.8%
Invertor generator + solar generator	2.5%
Conventional generator + solar generator	1.4%
Invertor generator + portable power bank/station	0.8%
Conventional generator + portable power bank/station	0.7%
Other combination of multiple power sources	2.5%
Did not use a power source	50.7%

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%

Vessel type used for marine/boating experience (marine/boating visitors)

% Parties who used a...	
Power boat	43.8%
Sailboat	29.2%
Personal watercraft	2.0%
Self-propelled boat (for example, kayak, canoe, rowboat, sail/kite board, or stand up paddleboard)	24.9%

Activities participated in during park visit

	Count of respondents
Camping	19,449
Hiking/nature walk	15,795
Swimming/beach	11,126
Photography	5,363
Sightseeing	5,298
Biking/e-biking/mountain biking	5,110
Self-propelled boating (canoe, kayak, SUP, etc.)	4,582
Playground	3,992
Picnic	3,833
Fishing	2,608
Nature house or visitor centre	881
Running	770
Power boating	733
Interpretive programs (shows, Jerry's Rangers, Discover Park Ambassadors, etc.)	630
Special event	297
Jet skiing or similar personal watercraft	206
Sail boating	167
Rock climbing	149
Skiing/snowshoeing/winter activities	45
Hunting	14
Other	287

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, 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. In an effort to increase survey completions from marine/boating users in particular 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 analyse 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=105) were removed from the sample (0.5% of the original data).

Survey weights

Survey weights were generated to ensure that the survey results accurately reflected the actual distribution of visitors across different parks. Since some parks may have had more survey responses than their actual share of total visitors, and others may have had fewer, weights were calculated based on the total number of visitors each park received using BC Parks administrative data for the 2023-2024 fiscal year. These weights were then adjusted (normalized) so that the total sum of all weights equaled the number of survey responses collected, ensuring fair representation of all parks in the final analysis. More information on visitor volumes and attendance is available on bcparks.ca. All provincial-level scores in this report were calculated using the survey weights, unless otherwise specified.

Sampling error

The estimated margin of error for the provincial-level results in this report is $\pm 0.7\%$, at the 95% confidence level. This means 19 times out of 20, the true population values are within $\pm 0.7\%$ of the reported value. A margin of error of $\pm 0.7\%$ bodes well for the overall quality of the data at the provincial level 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 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 4.00 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 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.

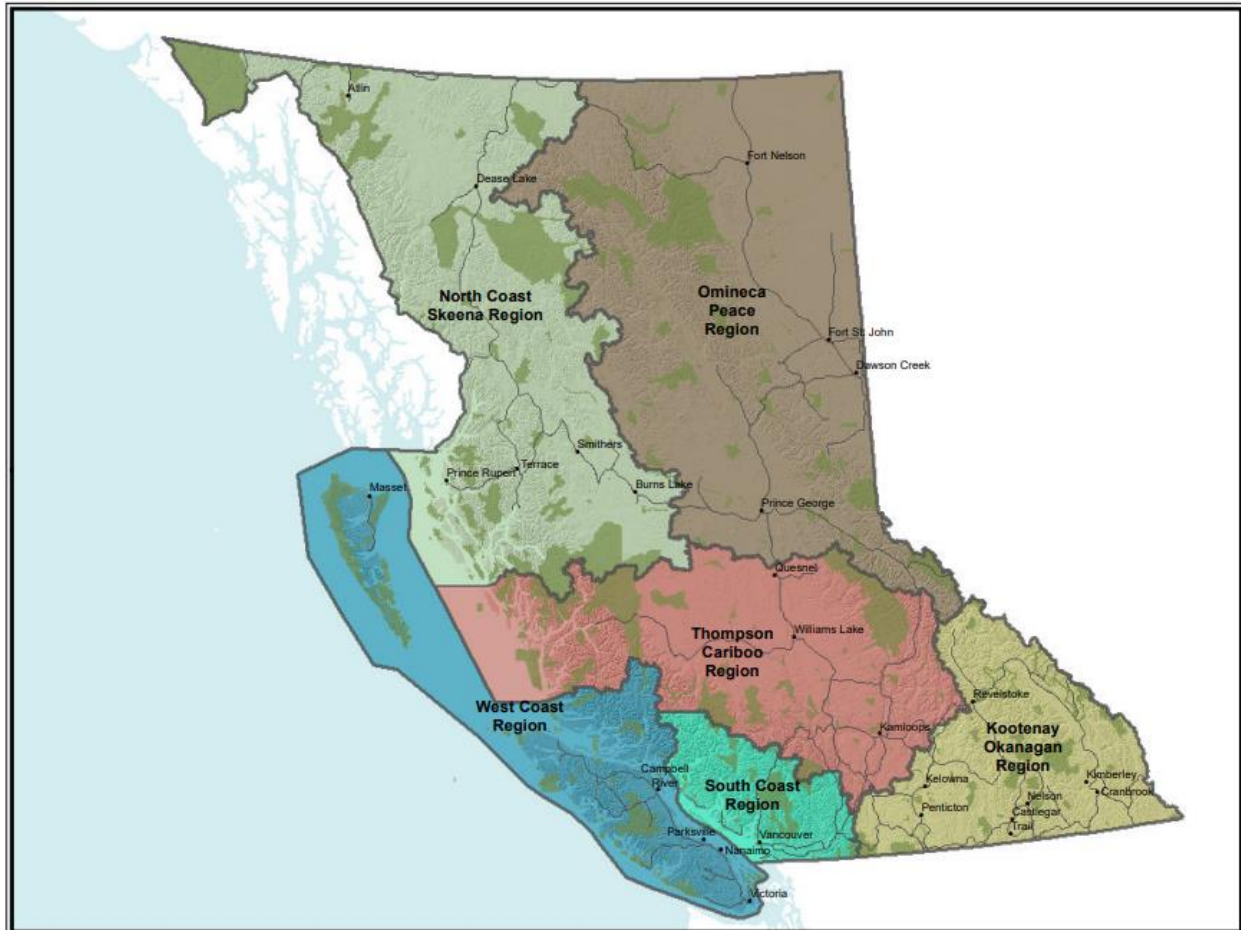
Appendix B: List of BC Parks with survey completions for 2024

Large parks (parks with an estimated 275,000 or more visitors per year)		
Alice Lake Park (n=392)	Goldstream Park (n=515)	Porteau Cove Park (n=216)
Bridal Veil Falls Park (n=1)	Juan De Fuca Park (n=370)	Rath Trevor Beach Park (n=895)
Cultus Lake Park (n=980)	Kalamalka Lake Park (n=13)	Sasquatch Park (n=341)
Cypress Park (n=8)	Kokanee Creek Park (n=437)	Shannon Falls Park (n=1)
E.C. Manning Park (n=902)	Lakelse Lake Park (n=288)	Sooke Potholes Park (n=2)
Englishman River Falls Park (n=170)	Mount Seymour Park (n=10)	Stawamus Chief Park (n=10)
Golden Ears Park (n=1121)	Murrin Park (n=4)	
Medium parks (parks with an estimated 35,000 to 274,999 visitors per year)		
ŁÁU,WELNEW/John Dean Park (n=5)	Kickininee Park (n=1)	Roberts Creek Park (n=1)
Bamberton Park (n=167)	Kikomun Creek Park (n=371)	Roberts Memorial Park (n=1)
Bear Creek Park (n=407)	Kootenay Lake Park (n=88)	Rolley Lake Park (n=175)
Beatton Park (n=33)	Liard River Hot Springs Park (n=105)	Ruckle Park (n=56)
Beaumont Park (n=23)	Little Qualicum Falls Park (n=267)	Saltery Bay Park (n=45)
Blanket Creek Park (n=281)	Mabel Lake Park (n=223)	Sargeant Bay Park (n=1)
Brandywine Falls Park (n=2)	MacMillan Park (n=9)	Saysutshun (Newcastle Island Marine) Park (n=106)
Bromley Rock Park (n=40)	Mansons Landing Park (n=7)	Shuswap Lake Park (n=630)
Burgoyne Bay Park (n=4)	Mara Park (n=1)	Silver Lake Park (n=33)
Champion Lakes Park (n=96)	Marble Canyon Park (n=3)	Skaha Bluffs Park (n=3)
Charlie Lake Park (n=25)	Martha Creek Park (n=313)	Skihyst Park (n=6)
Christina Lake Park (n=2)	McDonald Creek Park (n=334)	Smelt Bay Park (n=49)
Cowichan River Park (n=87)	Meziadin Lake Park (n=62)	Smuggler Cove Marine Park (n=11)
Crooked River Park (n=61)	Miracle Beach Park (n=385)	Spider Lake Park (n=1)
Drumbeg Park (n=2)	Moberly Lake Park (n=56)	Sproat Lake Park (n=125)
Elk Falls Park (n=188)	Monck Park (n=353)	Stamp River Park (n=57)
Ellison Park (n=142)	Montague Harbour Marine Park (n=158)	Steelhead Park (n=3)
Fillongley Park (n=34)	Mount Assiniboine Park (n=49)	Stemwinder Park (n=36)
Fintry Park (n=455)	Mount Fernie Park (n=180)	Stone Mountain Park (n=8)
French Beach Park (n=205)	Mount Robson Park (n=244)	Strathcona Park (n=514)
Garibaldi Park (n=389)	Moyie Lake Park (n=237)	Summit Lake Park (n=112)
Gladstone Park (n=119)	Muncho Lake Park (n=40)	Sun-Oka Beach Park (n=4)
Gordon Bay Park (n=381)	Myra-Bellevue Park (n=3)	Swan Lake Park (n=15)
Gowlland Tod Park (n=15)	Naikoon Park (n=4)	swiws Park (n=129)
Green Lake Park (n=165)	Nairn Falls Park (n=198)	Syringa Park (n=228)
Helliwell Park (n=1)	Norbury Lake Park (n=76)	Sxótsaqel/Chilliwack Lake Park (n=517)
Herald Park (n=393)	North Thompson River Park (n=67)	Tribune Bay Park (n=6)
Horsefly Lake Park (n=32)	Okanagan Lake Park (n=522)	Tunkwa Park (n=5)
Inland Lake Park (n=38)	Peace Arch Park (n=2)	Vaseux Lake Park (n=4)
Jimsmith Lake Park (n=58)	Porpoise Bay Park (n=147)	Wasa Lake Park (n=208)
Joffre Lakes Park (n=49)	Premier Lake Park (n=62)	Wells Gray Park (n=232)
Juniper Beach Park (n=85)	Purden Lake Park (n=57)	West Lake Park (n=1)
Kekuli Bay Park (n=221)	Rebecca Spit Marine Park (n=5)	Whiteswan Lake Park (n=5)
Kettle River Recreation Area (n=224)		

Small parks (parks with an estimated less than 35,000 visitors per year)		
Adams Lake Park (n=2)	Francis Point Park (n=1)	Plumper Cove Marine Park (n=15)
Akamina-Kishinena Park (n=2)	Gibson Marine Park (n=2)	Princess Louisa Marine Park (n=40)
Allison Lake Park (n=32)	God's Pocket Marine Park (n=2)	Prudhomme Lake Park (n=30)
Anderson Flats Park (n=1)	Gwillim Lake Park (n=24)	Purcell Wilderness Conservancy Park (n=1)
Anhluut'ukwsim Laxmihl Angwinga'asanskwhl Nisga'a Park [a.k.a. Nisga'a Memorial Lava Bed Park] (n=4)	Halkett Bay Park (n=9)	Raft Cove Park (n=7)
Arrow Lakes Park (n=7)	Háthayim Marine Park (Von Donop Marine Park) (n=4)	Red Bluff Park (n=25)
Babine Mountains Park (n=1)	Hemer Park (n=1)	Roche Lake Park (n=2)
Babine River Corridor Park (n=1)	Jedediah Island Marine Park (n=14)	Roscoe Bay Park (n=4)
Beaver Creek Park (n=32)	Jewel Lake Park (n=8)	Rosebery Park (n=54)
Big Bar Lake Park (n=69)	Johnstone Creek Park (n=5)	Rugged Point Marine Park (n=4)
Birkenhead Lake Park (n=142)	Kakwa Park (n=1)	Say Nuth Khaw Yum Park/ Indian Arm Park (n=5)
Blackcomb Glacier Park (n=1)	Kentucky-Alleyne Park (n=198)	Sechelt Inlets Marine Park (n=4)
Bligh Island Marine Park (n=6)	Kinaskan Lake Park (n=19)	Seeley Lake Park (n=1)
Boundary Creek Park (n=8)	Kitimat River Park (n=1)	Shuswap Lake Marine Park (n=70)
Bowron Lake Park (n=65)	Kleanza Creek Park (n=42)	Silver Beach Park (n=1)
Bridge Lake Park (n=5)	Kokanee Glacier Park (n=10)	Silver Star Park (n=2)
Broughton Archipelago Park (n=12)	Koksilah River Park (n=1)	Skagit Valley Park (n=66)
Buccaneer Bay Park (n=6)	K'ootz/Khutze Conservancy (n=1)	Skookumchuck Narrows Park (n=1)
Buckinghorse River Wayside Park (n=3)	Lac du Bois Grasslands Protected Area (n=1)	Small Inlet Marine Park (n=1)
Bugaboo Park (n=16)	Lac La Hache Park (n=56)	Sowchea Bay Park (n=19)
Bull Canyon Park (n=1)	Lac Le Jeune Park (n=350)	St. Mary's Alpine Park (n=1)
Call Lake Park (n=1)	Lockhart Beach Park (n=24)	Sugarbowl-Grizzly Den Park (n=1)
Callaghan Lake Park (n=2)	Loveland Bay Park (n=92)	Sulphur Passage Park (n=1)
Cape Scott Park (n=85)	Main Lake Park (n=18)	s̓x̓wə́x̓w nitk̓w Park (n=127)
Carmanah Walbran Park (n=11)	Malaspina Park (n=4)	Tā Ch'ilā Park/ Boya Lake Park (n=44)
Carp Lake Park (n=19)	Maquinna Marine Park (n=2)	Tatshenshini-Alsek Park (n=1)
Cathedral Park (n=1)	Marble Range Park (n=1)	Taylor Arm Park (n=4)
Cinnemousun Narrows Park (n=1)	Monashee Park (n=23)	Ten Mile Lake Park (n=101)
Conkle Lake Park (n=7)	Monkman Park (n=1)	Top of the World Park (n=2)
Copeland Islands Marine Park (n=11)	Morton Lake Park (n=41)	Ts'il'los Park (n=2)
Desolation Sound Marine Park (n=55)	Mount Maxwell Park (n=1)	Tsutswecw Park (n=1)
Diana Lake Park (n=1)	Nancy Greene Park (n=3)	Tudyah Lake Park (n=2)
Dionisio Point Park (n=7)	Niskonlith Lake Park (n=3)	Tweedsmuir Park (n=2)
Discovery Island Marine Park (n=7)	Octopus Islands Marine Park (n=15)	Tyhee Lake Park (n=67)
Downing Park (n=4)	Okanagan Mountain Park (n=1)	Vargas Island Park (n=3)
Dry Gulch Park (n=39)	Okeover Arm Park (n=4)	Wakes Cove Park (n=2)
Elk Lakes Park (n=16)	Otter Lake Park (n=74)	Wallace Island Marine Park (n=49)
Emory Creek Park (n=20)	Paarens Beach Park (n=22)	Whiskers Point Park (n=51)
Eskers Park (n=1)	Paul Lake Park (n=105)	Yahk Park (n=46)
Finger-Tatuk Park (n=1)	Pinecone Burke Park (n=6)	Yard Creek Park (n=1)
Flores Island Park (n=1)	Pirates Cove Marine Park (n=22)	

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, 2024 BC Parks Visitor Satisfaction Survey

User Type	Pre-park			Park arrival		In-park					End of visit	
	Website/ph one service	Reserving/r egistering 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	4.07	4.03	n/a	4.30	3.51	4.11	4.26	4.15	4.30	4.09	4.09	4.22
Backcountry campers	3.87	3.91	n/a	3.90	n/a	4.18	4.07	4.10	4.19	3.82	4.25	4.27
Day-use visitors	3.81	n/a	3.64	3.56	n/a	3.80	4.00	3.96	3.91	3.39	n/a	4.00
Marine/ boating visitors	3.88	3.13	n/a	3.77	3.61	3.72	3.93	3.92	4.06	4.21	3.97	3.90

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.2 compares 2024 details overall satisfaction scores to 2023 scores.

Table E.1. Detailed visitor satisfaction scores for BC Parks, 2024 BC Parks Visitor Satisfaction Survey

Survey question	User type	Completions (n)	Very dissatisfied	Dissatisfied	Neutral	Satisfied	Very satisfied	Mean score
Overall satisfaction	All users	21,810	5.1%	5.3%	4.7%	38.7%	46.2%	4.16
	Frontcountry campers	19,607	4.3%	5.0%	5.1%	35.3%	50.4%	4.22
	Backcountry campers	1,218	2.6%	8.8%	2.2%	32.1%	54.3%	4.27
	Day-use visitors	453	7.6%	5.2%	3.2%	48.2%	35.8%	4.00
	Marine users/boaters	532	5.9%	6.1%	11.6%	44.3%	32.0%	3.90
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	21,270	1.4%	5.0%	12.3%	45.6%	35.7%	4.09
	Frontcountry campers	19,289	1.5%	4.0%	9.1%	48.0%	37.5%	4.16
	Backcountry campers	1,203	1.9%	11.5%	7.9%	49.6%	29.2%	3.93
	Day-use visitors	374	1.2%	7.2%	23.0%	37.2%	31.5%	3.91
	Marine users/boaters	404	0.5%	3.7%	19.1%	44.0%	32.7%	4.05
BC Parks call centre	All users	6,197	5.0%	6.3%	58.6%	18.7%	11.4%	3.25
	Frontcountry campers	5,609	4.3%	7.1%	54.0%	22.2%	12.3%	3.31
	Backcountry campers	334	4.0%	27.1%	43.6%	13.0%	12.2%	3.02
	Day-use visitors	121	7.6%	0.8%	69.2%	12.4%	10.1%	3.17
	Marine users/boaters	133	1.1%	2.5%	87.7%	6.4%	2.4%	3.06

Survey question	User type	Completions (n)	Very dissatisfied	Dissatisfied	Neutral	Satisfied	Very satisfied	Mean score
Reservation website (usefulness)	All users	19,675	2.5%	7.6%	9.5%	48.5%	32.0%	4.00
	Frontcountry campers	18,336	2.5%	7.0%	9.2%	48.4%	32.9%	4.02
	Backcountry campers	1,159	2.8%	10.3%	8.9%	53.7%	24.3%	3.86
	Marine users/boaters	180	0.7%	32.1%	30.3%	30.9%	6.0%	3.09
Ease of reserving campsite, if available	All users	19,154	3.2%	7.1%	8.4%	45.0%	36.3%	4.04
	Frontcountry campers	18,311	3.1%	7.1%	8.1%	45.4%	36.3%	4.05
	Backcountry campers	843	4.2%	7.5%	14.5%	38.1%	35.6%	3.93
Ease of registering for your stay, if available	All users	1,203	3.6%	10.0%	14.3%	43.3%	28.8%	3.84
	Backcountry campers	1,052	4.0%	10.9%	10.2%	43.4%	31.4%	3.87
	Marine users/boaters	151	0.7%	3.9%	40.5%	43.1%	11.8%	3.61
Day-use pass reservation website*	All users	112	2.0%	16.7%	19.9%	40.6%	20.7%	3.61
	Day-use visitors	112	2.0%	16.7%	19.9%	40.6%	20.7%	3.61
Ease of reserving day-use pass, if available*	All users	101	5.5%	3.6%	27.8%	34.4%	28.7%	3.77
	Day-use visitors	101	5.5%	3.6%	27.8%	34.4%	28.7%	3.77
Parking options/parking lot	All users	16,763	4.4%	6.9%	11.5%	44.4%	32.8%	3.94
	Frontcountry campers	15,195	1.5%	3.8%	11.4%	46.9%	36.4%	4.13
	Backcountry campers	1,132	11.2%	4.8%	7.3%	46.8%	29.9%	3.80
	Day-use visitors	436	9.4%	13.8%	12.4%	38.5%	25.9%	3.58
Check-in process (efficiency)	All users	20,201	1.2%	3.4%	9.7%	36.3%	49.3%	4.29
	Frontcountry campers	19,041	1.3%	2.7%	5.2%	36.6%	54.2%	4.40
	Backcountry campers	754	1.3%	2.4%	22.1%	45.0%	29.1%	3.98
	Day-use visitors	225	0.6%	9.5%	37.9%	31.0%	21.1%	3.63
	Marine users/boaters	181	1.0%	3.2%	37.6%	34.4%	23.8%	3.77

Survey question	User type	Completions (n)	Very dissatisfied	Dissatisfied	Neutral	Satisfied	Very satisfied	Mean score
Availability of first come, first served campsites	All users	1,419	12.2%	10.7%	16.0%	34.4%	26.7%	3.53
	Frontcountry campers	1,203	14.0%	11.6%	11.7%	34.4%	28.3%	3.51
	Marine users/boaters	216	1.9%	5.2%	40.4%	34.7%	17.7%	3.61
Amenities	All users	20,897	1.4%	5.8%	13.6%	49.1%	30.1%	4.01
	Frontcountry campers	18,915	1.3%	5.4%	11.4%	47.8%	34.1%	4.08
	Backcountry campers	1,107	0.6%	2.8%	10.6%	51.5%	34.4%	4.16
	Day-use visitors	402	1.9%	8.1%	18.9%	52.4%	18.7%	3.78
	Marine users/boaters	473	1.8%	1.9%	25.2%	48.3%	22.8%	3.88
Clarity of park/trail signage	All users	21,669	1.8%	6.2%	10.3%	48.5%	33.2%	4.05
	Frontcountry campers	19,501	1.3%	5.9%	7.6%	47.9%	37.3%	4.14
	Backcountry campers	1,217	2.7%	4.6%	7.1%	41.8%	43.8%	4.19
	Day-use visitors	450	3.0%	6.7%	16.1%	51.2%	23.0%	3.84
	Marine users/boaters	501	1.3%	10.1%	23.5%	51.9%	13.2%	3.66
Washrooms (cleanliness)	All users	20,650	4.9%	8.1%	10.1%	40.8%	36.2%	3.95
	Frontcountry campers	18,710	4.4%	8.2%	8.4%	37.3%	41.7%	4.04
	Backcountry campers	1,165	4.2%	11.7%	14.7%	42.0%	27.3%	3.76
	Day-use visitors	370	5.8%	7.3%	13.0%	50.6%	23.3%	3.78
	Marine users/boaters	405	9.8%	3.3%	21.9%	47.8%	17.3%	3.60
Maintenance of the park	All users	21,745	3.5%	6.4%	5.0%	38.0%	47.1%	4.19
	Frontcountry campers	19,561	2.6%	6.1%	4.5%	35.4%	51.5%	4.27
	Backcountry campers	1,218	2.3%	8.8%	6.5%	39.5%	42.9%	4.12
	Day-use visitors	449	5.5%	6.8%	4.7%	44.1%	38.9%	4.04
	Marine users/boaters	517	7.0%	7.4%	13.5%	41.3%	30.8%	3.81

Survey question	User type	Completions (n)	Very dissatisfied	Dissatisfied	Neutral	Satisfied	Very satisfied	Mean score
Cleanliness of the park	All users	21,786	2.1%	4.0%	3.8%	36.6%	53.4%	4.35
	Frontcountry campers	19,612	1.4%	3.1%	3.4%	33.2%	58.9%	4.45
	Backcountry campers	1,196	1.4%	6.3%	5.1%	32.4%	54.8%	4.33
	Day-use visitors	454	3.6%	6.1%	4.6%	46.0%	39.7%	4.12
	Marine users/boaters	524	6.9%	4.2%	4.2%	39.0%	45.7%	4.12
Park crowding	All users	21,229	2.1%	6.8%	17.6%	42.2%	31.3%	3.94
	Frontcountry campers	19,104	1.4%	4.6%	13.5%	46.3%	34.2%	4.07
	Backcountry campers	1,200	9.0%	6.3%	17.5%	39.0%	28.2%	3.71
	Day-use visitors	439	2.4%	11.8%	27.8%	33.5%	24.5%	3.66
	Marine users/boaters	486	2.4%	11.5%	23.7%	32.1%	30.3%	3.76
Noise levels	All users	21,742	2.7%	7.1%	9.6%	43.9%	36.7%	4.05
	Frontcountry campers	19,591	3.7%	7.2%	8.0%	42.2%	38.8%	4.05
	Backcountry campers	1,193	1.7%	4.9%	6.2%	37.7%	49.4%	4.28
	Day-use visitors	443	0.4%	7.5%	12.5%	49.2%	30.4%	4.02
	Marine users/boaters	515	1.7%	4.8%	23.5%	44.9%	25.1%	3.87
Sense of security in the park	All users	21,705	0.9%	3.4%	6.9%	43.8%	44.9%	4.28
	Frontcountry campers	19,558	0.9%	2.4%	6.2%	43.2%	47.2%	4.33
	Backcountry campers	1,195	1.0%	1.2%	11.5%	39.4%	46.9%	4.30
	Day-use visitors	448	0.9%	6.9%	6.4%	46.0%	39.9%	4.17
	Marine users/boaters	504	1.0%	1.3%	18.7%	43.2%	35.8%	4.12

Survey question	User type	Completions (n)	Very dissatisfied	Dissatisfied	Neutral	Satisfied	Very satisfied	Mean score
Washrooms (accessibility) (All parties)	All users	19,736	2.0%	4.2%	10.7%	45.0%	38.0%	4.13
	Frontcountry campers	17,871	1.6%	3.8%	8.0%	42.6%	43.9%	4.23
	Backcountry campers	1,103	1.9%	4.0%	11.3%	49.5%	33.3%	4.09
	Day-use visitors	368	2.4%	5.8%	17.6%	51.1%	23.0%	3.86
	Marine users/boaters	394	9.8%	1.2%	20.9%	48.2%	19.8%	3.67
Washrooms (accessibility) (Parties with accessibility requirements**)	All users	1,329	6.8%	6.5%	11.1%	45.3%	30.3%	3.86
	Frontcountry campers	1,253	3.8%	8.8%	7.9%	40.7%	38.8%	4.02
	Backcountry campers	20	7.7%	2.7%	24.1%	34.4%	31.1%	3.79
	Day-use visitors	36	14.6%	0.8%	18.6%	58.1%	8.0%	3.44
	Marine users/boaters	20	4.3%	10.7%	11.5%	15.9%	57.6%	4.12
Accessibility of trails and pathways (All parties)	All users	20,617	0.8%	4.5%	8.1%	49.8%	36.7%	4.17
	Frontcountry campers	18,557	0.7%	2.4%	6.3%	48.8%	41.9%	4.29
	Backcountry campers	1,143	1.2%	1.9%	7.7%	42.4%	46.9%	4.32
	Day-use visitors	422	1.1%	11.0%	12.5%	53.0%	22.3%	3.84
	Marine users/boaters	495	0.3%	3.0%	13.3%	58.1%	25.3%	4.05
Accessibility of trails and pathways (Parties with accessibility requirements**)	All users	1,347	2.3%	8.1%	6.8%	55.1%	27.6%	3.98
	Frontcountry campers	1,256	2.6%	6.5%	7.9%	49.3%	33.7%	4.05
	Backcountry campers	21	7.6%	2.6%	23.9%	32.1%	33.7%	3.82
	Day-use visitors	39	1.9%	13.8%	4.7%	60.3%	19.2%	3.81
	Marine users/boaters	31	0.0%	0.9%	3.5%	88.9%	6.6%	4.01

Survey question	User type	Completions (n)	Very dissatisfied	Dissatisfied	Neutral	Satisfied	Very satisfied	Mean score
Ease of access, overall (All parties)	All users	21,727	1.2%	2.6%	6.8%	48.5%	40.9%	4.25
	Frontcountry campers	19,544	0.5%	1.4%	4.4%	47.5%	46.2%	4.37
	Backcountry campers	1,204	0.5%	8.0%	6.7%	44.1%	40.7%	4.16
	Day-use visitors	454	3.1%	5.0%	12.7%	50.5%	28.8%	3.97
	Marine users/boaters	525	0.5%	1.0%	10.2%	57.5%	30.9%	4.17
Ease of access, overall (Parties with accessibility requirements**)	All users	1,403	7.7%	7.8%	9.7%	39.9%	34.8%	3.86
	Frontcountry campers	1,311	1.2%	4.9%	7.3%	48.3%	38.3%	4.18
	Backcountry campers	21	10.2%	0.0%	13.3%	46.5%	30.0%	3.86
	Day-use visitors	39	25.3%	16.9%	17.0%	18.1%	22.7%	2.96
	Marine users/boaters	32	0.2%	0.9%	3.9%	45.7%	49.4%	4.43
Value for reservation/campsite fee	All users	21,135	2.0%	6.4%	10.6%	41.9%	39.1%	4.10
	Frontcountry campers	19,614	2.1%	6.2%	10.3%	42.9%	38.4%	4.09
	Backcountry campers	1,199	1.2%	10.2%	4.9%	29.6%	54.0%	4.25
	Marine users/boaters	322	0.3%	2.0%	36.6%	35.1%	26.0%	3.85
Value for dock fee	All users	141	0.5%	0.5%	24.3%	62.6%	12.2%	3.86
	Marine users/boaters	141	0.5%	0.5%	24.3%	62.6%	12.2%	3.86
Value for mooring buoy fee	All users	141	0.0%	0.5%	17.7%	53.4%	28.4%	4.10
	Marine users/boaters	141	0.0%	0.5%	17.7%	53.4%	28.4%	4.10

*Results limited to the four parks that required a day-use pass in 2024

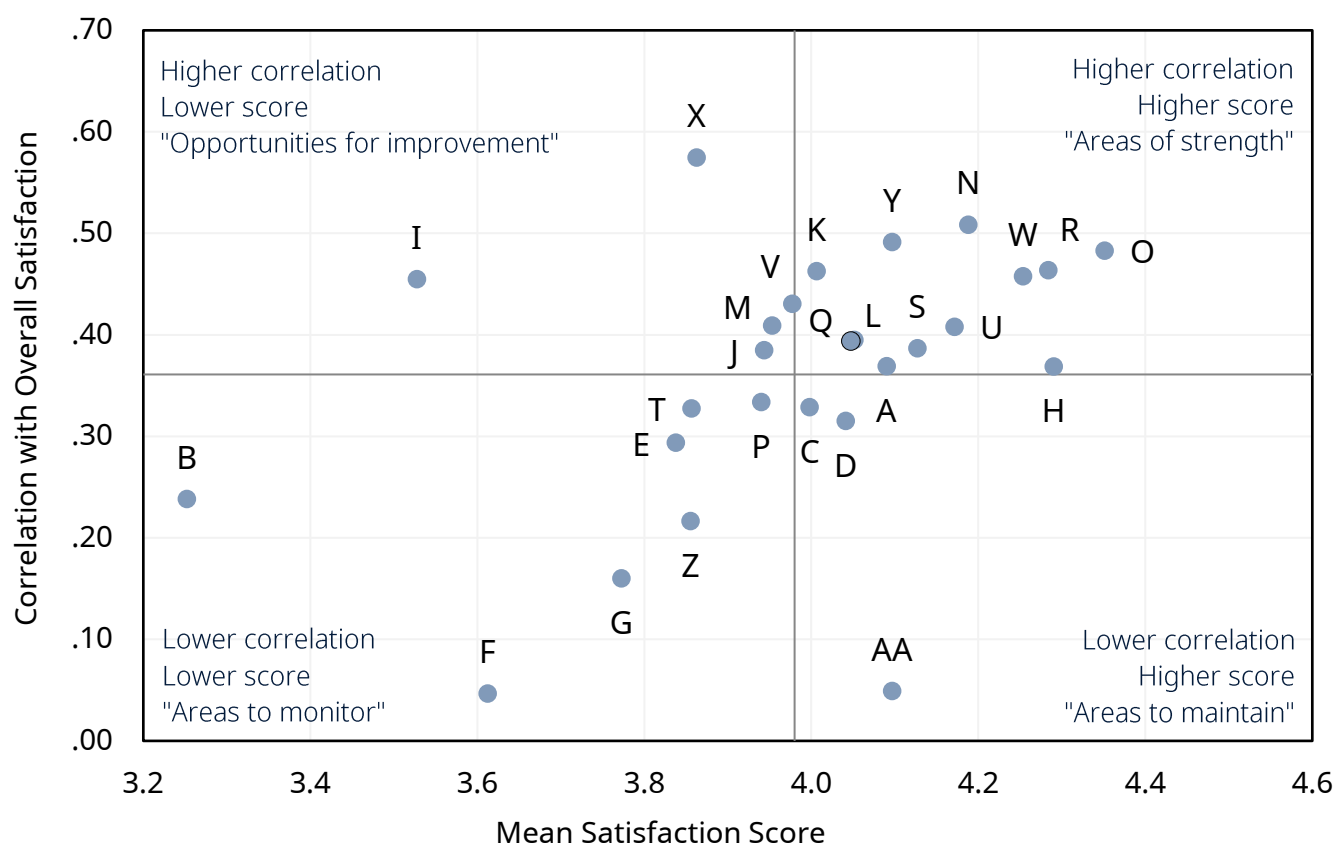
**Results limited to groups that included someone with a physical accessibility requirement.

Table E.2. Detailed **overall satisfaction** scores for BC Parks YoY change, 2024 and 2023 BC Parks Visitor Satisfaction Surveys

User type	Year	Completions (n)	Very dissatisfied	Dissatisfied	Neutral	Satisfied	Very satisfied	Mean score
All users	2024	21,810	5.1%	5.3%	4.7%	38.7%	46.2%	4.16
	2023	13,515	5.2%	5.5%	6.6%	36.9%	45.9%	4.13
	YoY change	+8,295	-0.1pp	-0.2pp	-1.9pp	+1.8pp	+0.3pp	+0.03
Frontcountry campers	2024	19,607	4.3%	5.0%	5.1%	35.3%	50.4%	4.22
	2023	11,043	5.0%	5.5%	5.4%	35.5%	48.5%	4.17
	YoY change	+8,564	-0.7pp	-0.5pp	-0.3pp	-0.2pp	+1.9pp	+0.05
Backcountry campers	2024	1,218	2.6%	8.8%	2.2%	32.1%	54.3%	4.27
	2023	1,064	2.1%	8.3%	6.3%	34.7%	48.7%	4.20
	YoY change	+154	+0.5pp	+0.5pp	-4.1pp	-2.6pp	+5.6pp	+0.07
Day-use visitors	2024	453	7.6%	5.2%	3.2%	48.2%	35.8%	4.00
	2023	1,256	5.6%	5.0%	8.6%	40.5%	40.3%	4.05
	YoY change	-803	+2.0pp	+0.2pp	-5.4pp	+7.7pp	-4.5pp	-0.05
Marine users/boaters	2024	532	5.9%	6.1%	11.6%	44.3%	32.0%	3.90
	2023	152	14.2%	3.2%	17.1%	25.6%	39.9%	3.74
	YoY change	+380	-8.3pp	+2.9pp	-5.5pp	+18.7pp	-7.9pp	+0.16

Appendix F: Provincial level priority matrix – detailed figure

Figure F. Priority matrix for BC Parks, 2024 BC Parks Visitor Satisfaction Survey



Legend

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

*in day-use parks where applicable.