

# Regional Parks 2025 Visitor Monitoring Program Update

Regional Parks Committee  
May 27, 2026

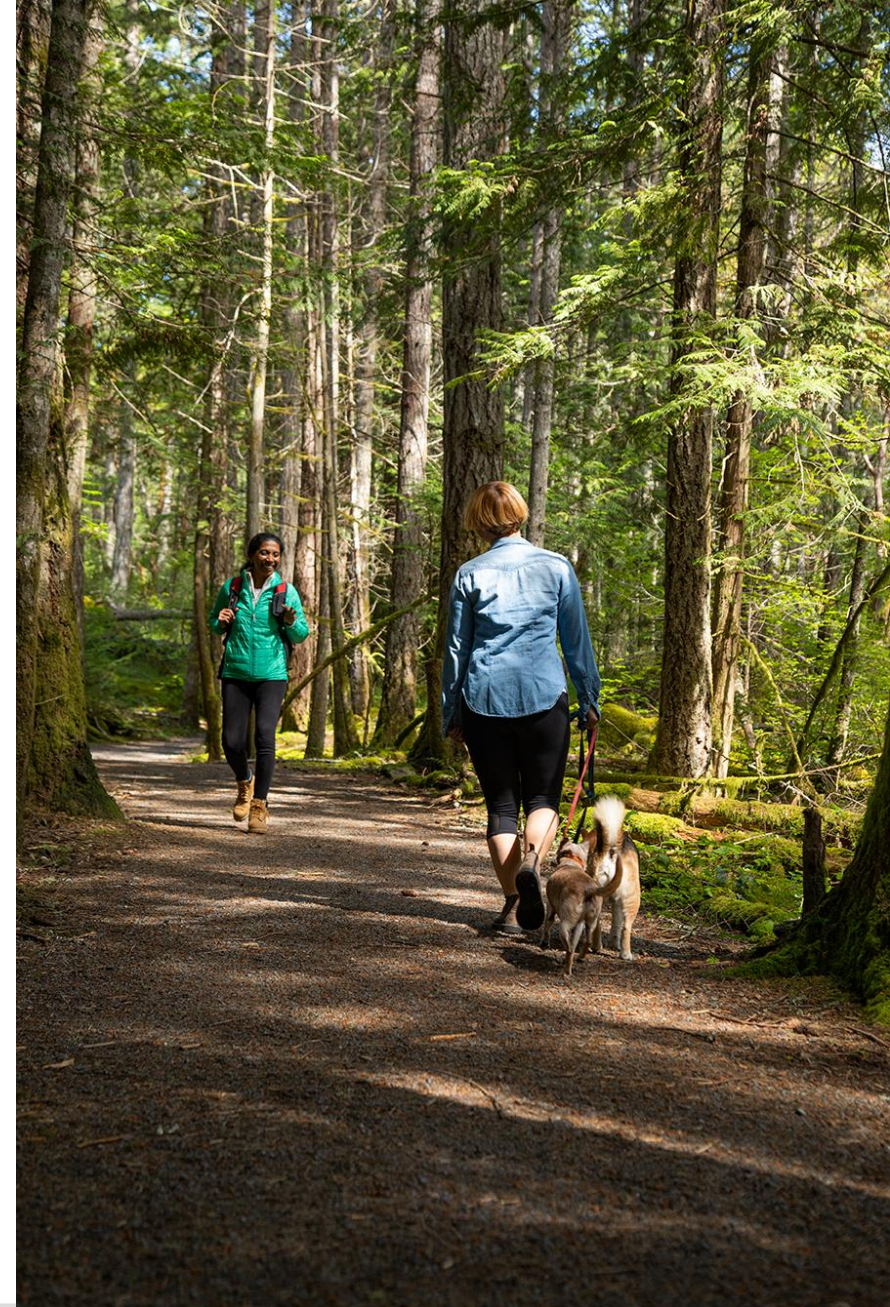
# Agenda

1. About the Visitor Monitoring Program
2. How Data Collection Works
3. Visitation Trends
4. Future Visitation Projections
5. Visitation Data Influence on Initiatives



# About the Visitor Monitoring Program

- Current program initiated in 2009.
- The program provides visitation levels that help illustrate overall patterns in park use.
- Data from the program helps inform decisions and allocate resources.



# How Data Collection Works

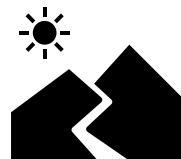
- 60 counters across the parks system.
- Strategically placed to capture visitor arrivals.
- Combination of trail and vehicle counters.
- Data is collected twice each year.



# Visitation Trends

## Visitation Trends (2016-2025)

Regional Parks	+47.2%
Regional Trails	+31.6%
Parks + Trails Combined	+39.6%



Year	Regional Parks Visitation	Yearly Difference
2016	3,554,578	
2017	3,363,935	-5.4%
2018	3,830,108	13.9%
2019	3,792,791	-1.0%
2020	4,718,501	24.4%
2021	5,104,049	8.2%
2022	4,861,122	-4.8%
2023	4,942,380	1.7%
2024	5,173,030	4.7%
2025	5,231,752	1.1%

Year	Regional Trails Visitation	Yearly Difference
2016	3,395,558	
2017	3,925,155	15.6%
2018	3,804,069	-3.1%
2019	3,815,613	0.3%
2020	3,846,290	0.8%
2021	3,793,908	-1.4%
2022	3,301,587	-13.0%
2023	3,979,295	20.5%
2024	4,169,773	4.8%
2025	4,468,914	7.2%

# Future Visitation Projections

- Based on 2023 to 2025 average regional park increase of 2.49% compounding annually.
- *The Capital Regional District Regional Growth Strategy (2018)* predicts a 22% population increase to the CRD by 2038.

2025	5,231,752
2026	5,362,084
2027	5,495,663
2028	5,632,570
2029	5,772,887
2030	5,916,700
2031	6,064,095
2032	6,215,162
2033	6,369,993
2034	6,528,680
2035	6,691,321
2036	6,858,014
2037	7,028,859
2038	7,203,960
<b>2026 - 2038</b>	<b>+1,841,876</b>

# Visitation Data Influence on Initiatives

- Regional Park and Trail Facility Service Guidelines.
- Infrastructure improvements.
- Management Planning and Interim Management Guidelines development.
- Coordinating trail work and initiatives during non-peak hours.
- Advertised messaging effectiveness.
- Grant applications.
- Staffing requirement.



# Visitation Data Influence on Initiatives (cont.)

- Education and outreach.
- Park Ranger patrols.
- Accessibility upgrades and Improvements.
- Facility maintenance.
- Conservation and restoration efforts.
- Volunteer programs.





# Questions?

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