BC Parks

British Columbia’s parks are the pride of the province and preserve the incredible natural beauty for which B.C. is famous worldwide.

We have more than ...
- 340 campgrounds,
- 11,000 campsites,
- 250 day-use areas, and
- 6,000 km of trails
giving visitors unprecedented opportunities to enjoy a diverse range of magnificent outdoor experiences.

- There are approximately 19 million visits to BC Parks annually.
- Public support for parks is high; more than 90% of B.C. residents believe parks are important to society.
- Almost 90% of British Columbians have used a provincial park.
- About six in ten B.C. residents use a provincial park every year.

BC Parks

The majority of park visitors are British Columbians between the age of 30-50 with higher levels of education and income.

Age Groups
- 18-34: 24%
- 35-44: 27%
- 45-64: 38%

Visitation Patterns
- 50% are repeat customers
- 30% spend at least one night

Education
- 76% have post secondary education

Activities in the Parks
- 45% fishing
- 60% day hiking
- 77% go to the beach
- 58% swim

Household Income
- 76% have incomes above $40K

Modes of Camping
- 35% use a tent
- 31% use a trailer/5th wheel
- 28% use a motor home/truck camper

Origin of Visitors
- 69% are from B.C.
- 12% are from Alberta

If you are interested in partnering with BC Parks, please contact:
Sydney Martin
Manager, Sponsorship and Partnership
Parks and Protected Areas Division
Ph: (250) 387-6852 I E-Mail: sydney.martin@gov.bc.ca
3. PARTNER WITH A LEADER IN OUTDOOR RECREATION

When you become a partner with BC Parks you become associated with an organisation that is recognised as a world leader in outdoor recreation. BC Parks offers an impressively wide range of high quality outdoor activities and is committed to providing an outstanding customer experience. Partnering with BC Parks allows your organisation to put this powerful public image to work for you.

4. BENEFIT FROM ADDED VALUE MARKETING

Not only do you enjoy a boost for your organisation's image and access to a highly desirable consumer group, but partnering with BC Parks also provides the following benefits:

- Public recognition from the Minister of Environment at events or an announcement to the media.
- Online exposure and public acknowledgement on the BC government's most visited website. (As a partner your organisation will be featured on our partnership recognition webpage with a link to your website.)
- Enhanced media and public relations profile for your organisation.
- Exposure through BC Government publications.
- Access to a range of BC Parks promotional and hospitality events such as BC Parks 100.
- Use of BC Parks logo and identifiers as part of your marketing program.