



Cleveland Metroparks®

# FIND YOUR PATH

## 2022 Park District Visitation Results

Beth Coduti

February 2023

# 2022 Visitation Overview

Three types of visitation are measured for Cleveland Metroparks.

**(1) Visitor Occasions** - The number of people *entering* Cleveland Metroparks reservations by vehicle, foot, or bicycle for any reason. This includes all of those who travel through the parks as well as those who visit the parks for recreational purposes.

**(2) Recreation Visits** - Only includes those who *park their vehicles or arrive by foot/bicycle/in-line skate, etc.* to use the parks.

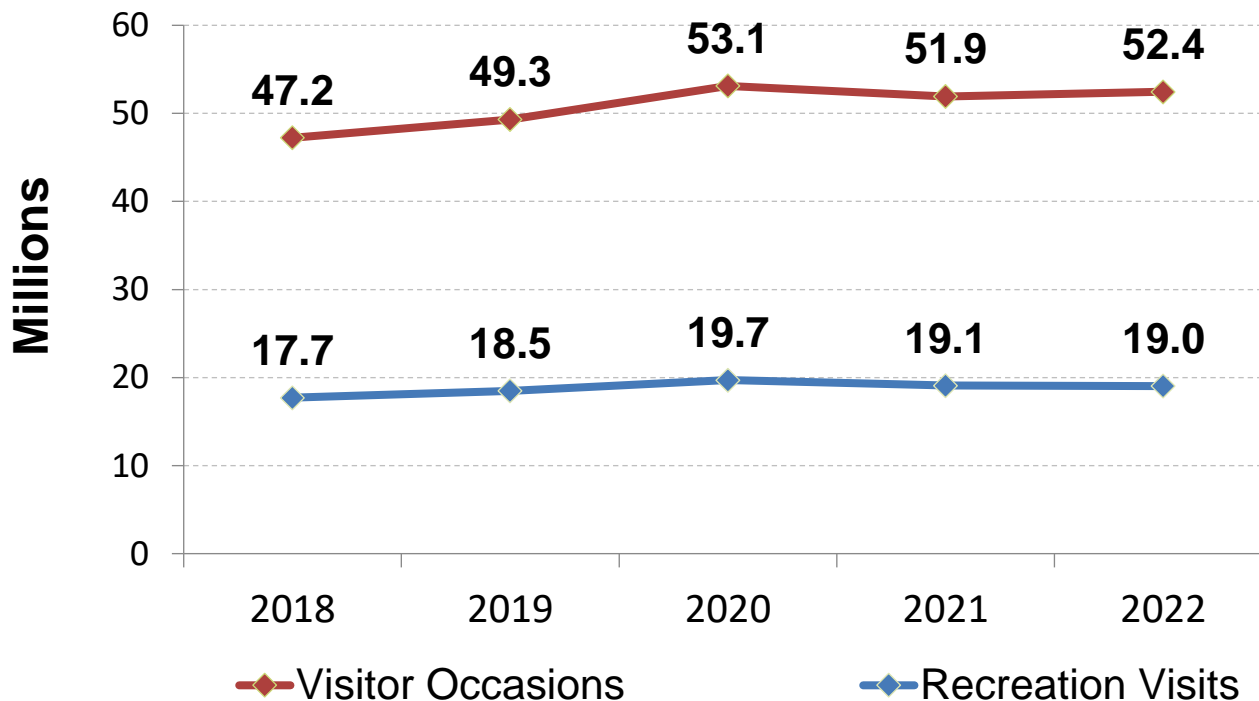
**(3) Commuter/Scenic Driving Visits** represents the number of vehicles and visitors unaccounted for by Recreation Visits. It is estimated by taking the difference between Visitor Occasions and Recreation Visits.

## Visitation Statistics by Category for 2022

<b>Visitor Occasions (1)</b>	<b>52,442,443</b>
<b>Recreation Visits (2)</b>	<b>19,047,353</b>
<b>Commuter/Scenic Driving (3)</b>	<b>33,395,090</b>

# Summary of Visitor Occasions and Recreation Visits

- **Visitor Occasions** increased by 517,824 and **Recreation Visits** decreased by 45,959



- In order to increase the overall accuracy of the annual visitation estimate, a selection of reservations have been reviewed in-depth each year (including persons per car multipliers and parking lot weights).

# Decreases in 2022

## Acacia -5%

- The first decrease in over 9 years of consecutive increases in visitation



## Big Creek -5%

- Memphis Bridge closure impacted ease of access to Memphis Picnic Area



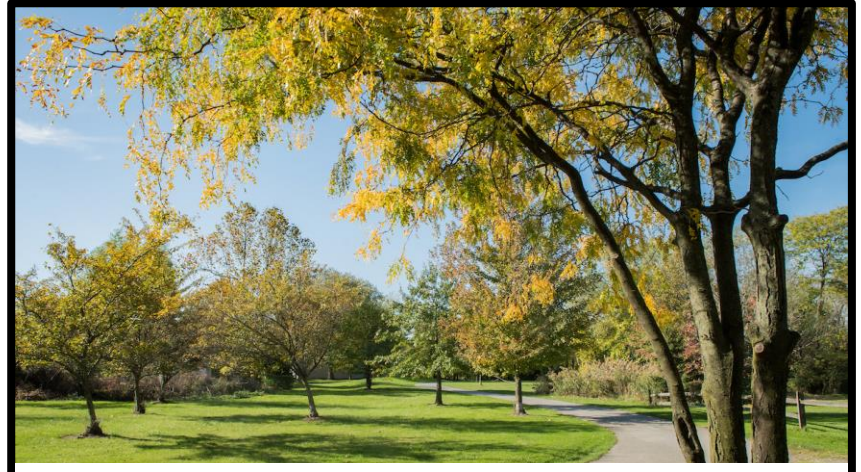
## Brookside -12%

- The FEST was a one-time event at Brookside in 2021 that garnered nearly 15,000 visitors



## Washington -9%

- More accurate calculations for driving range use resulted in slight decreases



# Increases in 2022

## Ohio & Erie Canal +2%



## Huntington +7%

- First full year of The Noshery & Sunset Picnic Plaza



## Garfield Park +5%

- Restoration Project Underway



## Euclid Creek +3%

- Eastern Ledge Trail Opening



## Mill Stream Run +1%

- Bonnie Park Improvements



# Research Assistants: Data Collection & Visual Observations

- Responsible for maintaining and collecting data from over 150 traffic meters
  - Nearly 100 collected monthly, the remainder quarterly
- Conducting ongoing visual observations at each reservation
  - Observing number of cars entering as well as number of people per car
- Documenting closures, inclement weather, and anything that may impact attendance counts

