



2025 Park District Visitation Results

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2025 Visitation Overview

Three types of visitation are measured for Cleveland Metroparks.

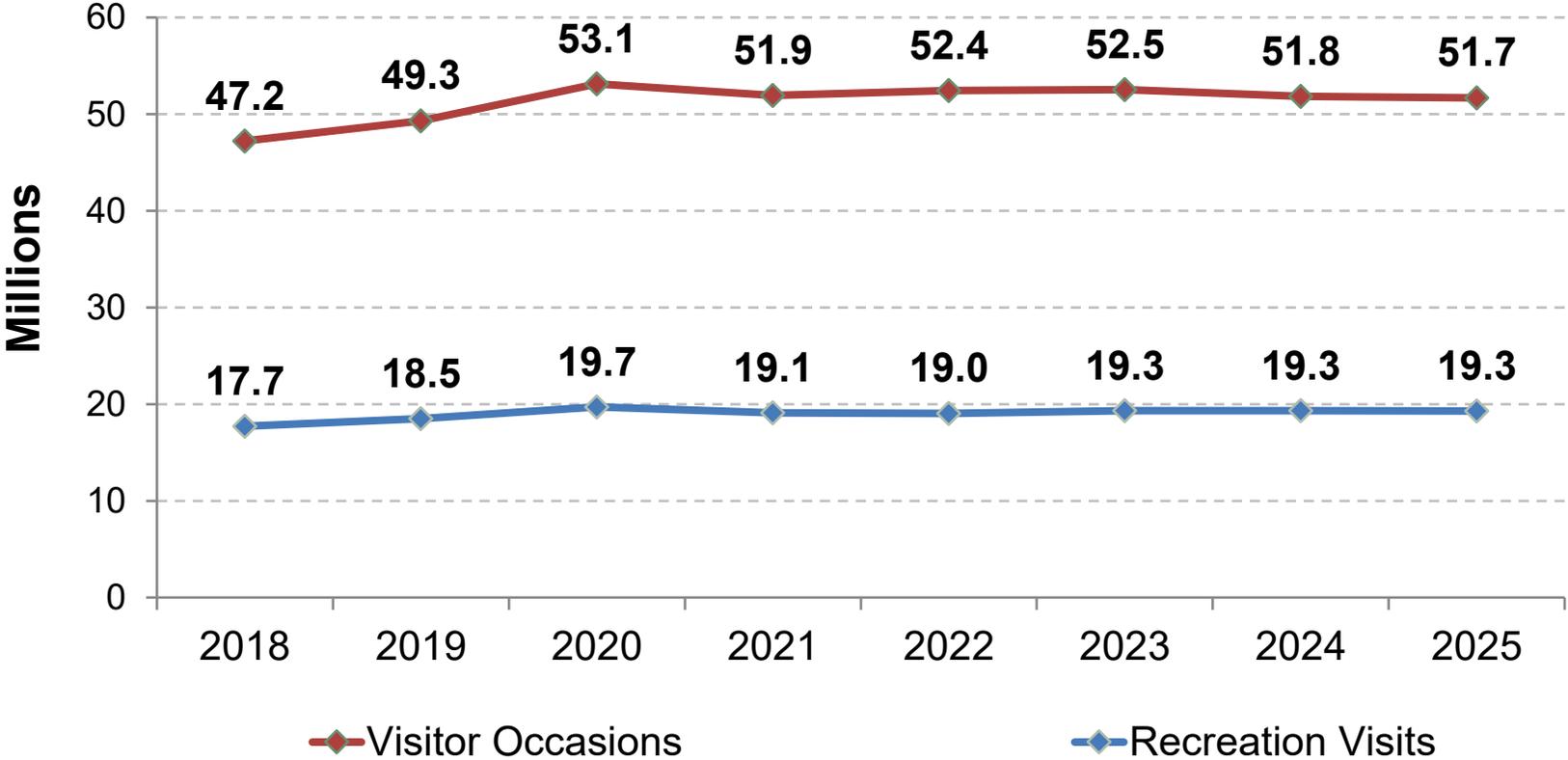
- (1) **Visitor Occasions** - The number of people *entering* Cleveland Metroparks reservations by vehicle, foot, or bicycle for any reason. This includes all of those who travel through the parks as well as those who visit the parks for recreational purposes.
- (2) **Recreation Visits** - Only includes 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 2025

Visitor Occasions (1)	51,692,166
Recreation Visits (2)	19,295,271
Commuter/Scenic Driving (3)	32,396,895

Summary of Visitor Occasions and Recreation Visits

• **Visitor Occasions** decreased by 157,683 and **Recreation Visits** decreased by 28,901



• 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).

Temporary Construction Impacts

Hinckley Reservation



- Hinckley Dam Rehabilitation & Lake Dredging Project

Cleveland Metroparks Zoo



- Closure of The RainForest
- Primate Forest Transformation

Lakefront – E55/E72



- Closure of e55 on the lake
- Construction of the Patrick S. Parker Community Sailing Center

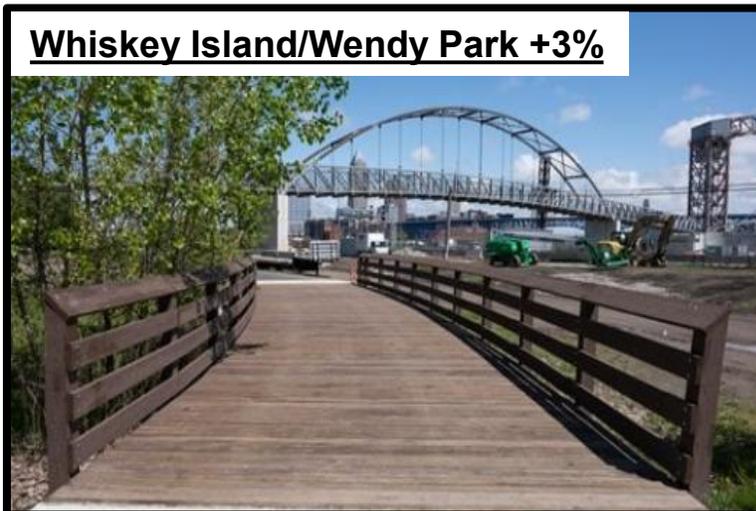
Increases in 2025 – Reservations

- First full year for guests to experience the Garfield Park improvements.



- APT enhancements along Big Creek Parkway, at Snow Road Picnic Area, and parking lot resurfacing improvements.

- Increased event attendance in addition to a “No Wake” zone which likely contributes to comfortability with water activities such as paddling and kayaking.



- Improvements at Wallace Lake opened in June.

Increases in 2025 – Programs/Facilities

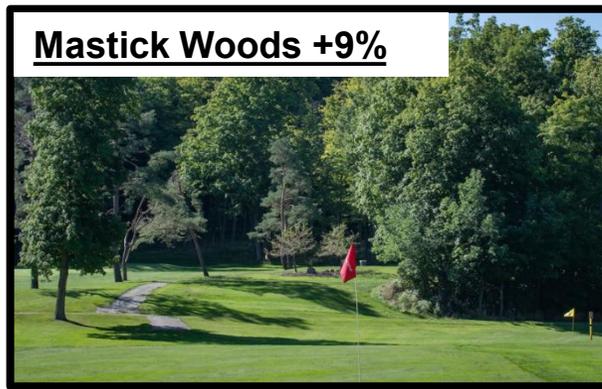
- Events at Lock 44 and increases in Saturday night concert attendance.



- Increase in clubhouse events year over year.



- Improved course conditions and an increase in rental carts resulted in positive impacts on pace play.



- Inaugural Oktoberfest; typical winter weather in November/December compared to 2024.

- Summer Camps saw nearly a 20% increase.



- Increase in total number of events and a successful FallFest.



- Added programming such as the Nature Table Series, Nature Trivia Nights and the Winter Luminary Walk.



Community Pulse – Rocky River Nature Center Research



February 2017

Community Pulse was implemented.



5,660

active members.



121

research studies completed.



30% - 40%

response rate.

**Your Time
Your Place**
CLEVELAND METROPARKS

Community PULSE
Online Research Panel

Help shape the future

Join our online research panel and make an impact on programs, events & more. Participants not only help improve the guest experience, but also can win exclusive prizes!

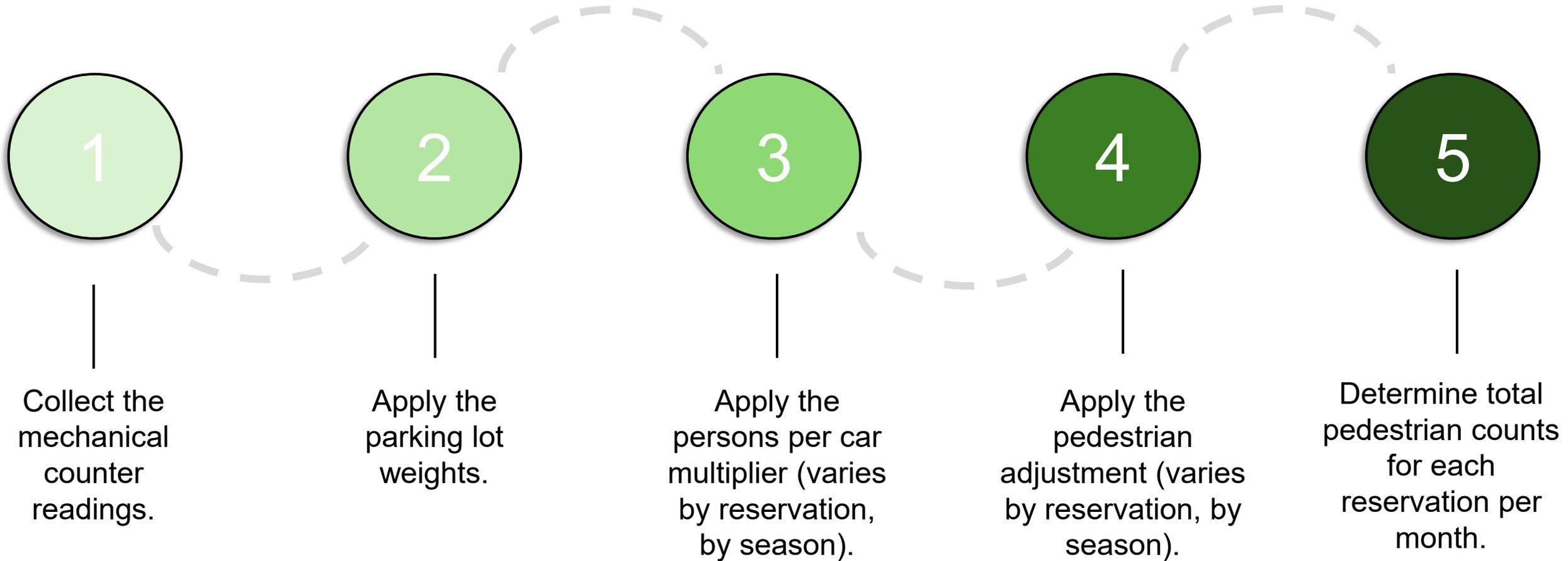
Learn more and sign-up at
ClevelandMetroparks.com/CommunityPulse

Key Findings

- **When testing potential educational offerings at Rocky River Nature Center:**
 - 78% of respondents were somewhat or extremely interested in special nature-themed events.
 - 78% of respondents were somewhat or extremely interested in programs specifically for adults.
- **When asked about expanding options for adult programs in the future:**
 - 64% of respondents were somewhat or extremely likely to attend a Night Hike
 - 76% of respondents were somewhat or extremely likely to attend a General Naturalist Hike.

Appendix

How Recreation Visits Are Calculated



How Recreation Visits Are Calculated

Example: Euclid Creek – Recreation Counts

February							
	COUNTER LOCATION	READING	SUM	DIVIDE BY	EXTENSION	WEIGHT	USABLE WEIGHT
REC1	All pull in lots		0	1	0		0
REC2	Highland Picnic Area	2,292	2,292	1	2,292	0.28	0.28
REC3	Quarry Picnic Area		0	1	0	0	0
REC4	Welsh Woods Picnic Area North	1,050	1,050	2	525	0.005	0.005
REC5	Welsh Woods Picnic Area South	1,061	1,061	2	531	0.01	0.01
REC6			0	1	0		0
		4,403	4,403		3,348		0.295
						Total Cars	11,347
						Ped. Adjustment	1.038
						Veh. Occup. Factor	1.75
						Total People	20,613

