



## Welcoming new visitors

### New visitors 3 times more likely to visit parks than trails

New visitors are defined as respondents who said they had not visited the park or trail in the past 12 months (Figure 30). In parks, new visitors were 18% of all responses, compared with 6% for trail visitors. Other seasons may have different patterns.

#### New visitors 3x more likely at parks than at trails.

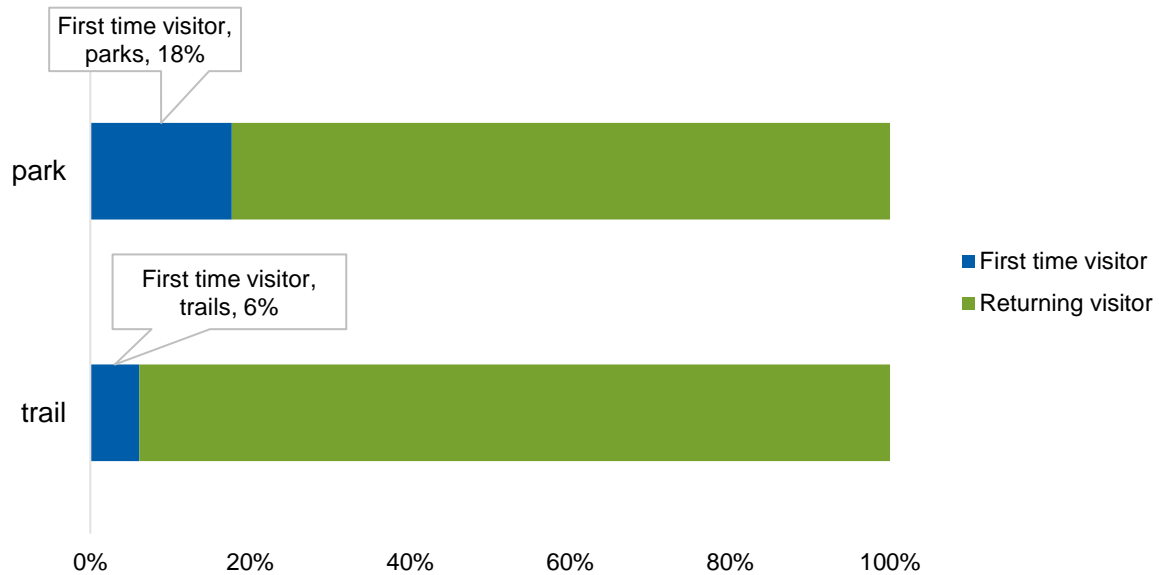


Figure 1: New visitors as total proportion of visitors, parks vs trails

All park agencies had a higher proportion of first-time visitors in parks compared with trails (Figure 31). Carver and Washington counties, Saint Paul, and Three Rivers Park District had more visitors reporting it was their first time in the park compared to the average. For trails, Carver, Dakota, and Washington counties along with Saint Paul and Three Rivers had more first-time visitors reported than the average.

**First time visitors more likely at parks than at trails across the system.**

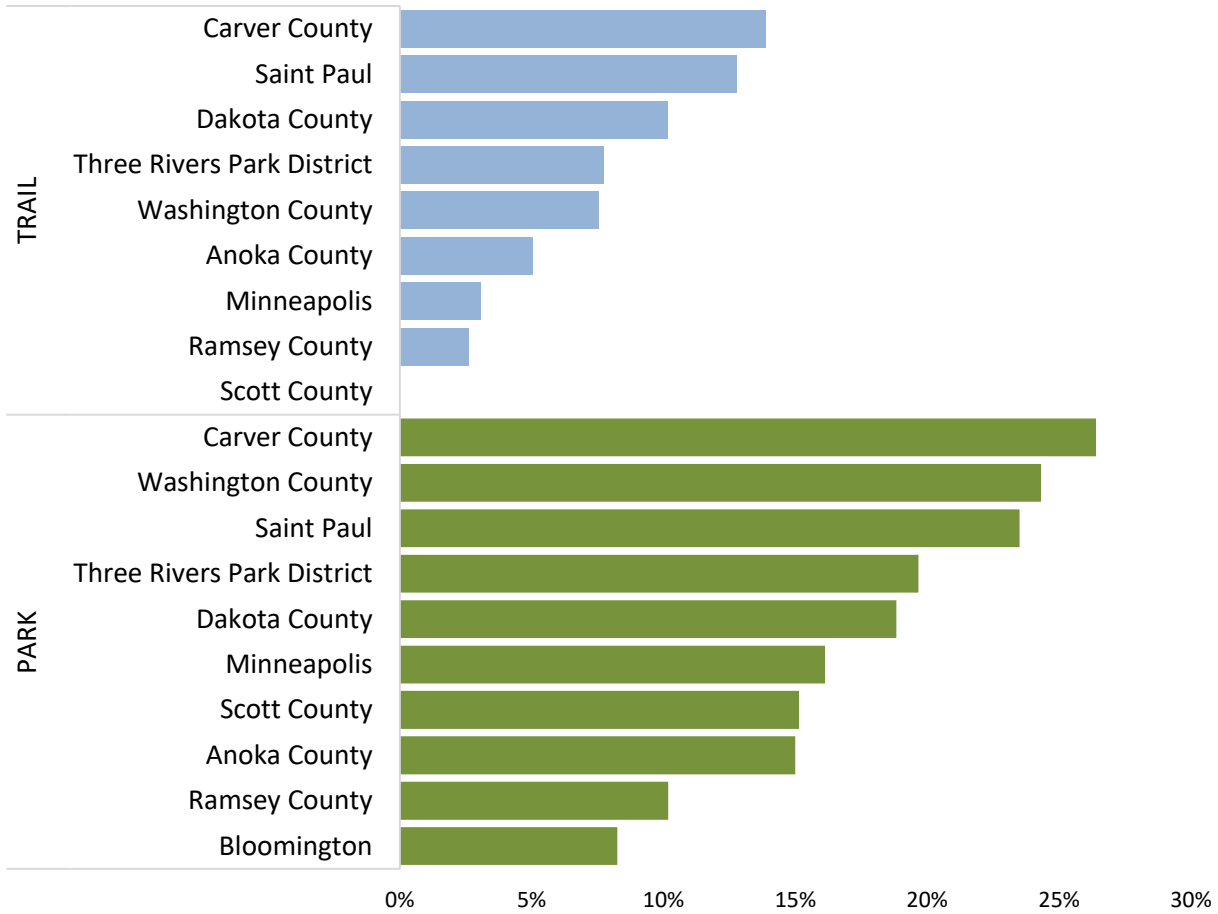


Figure 2: Proportion of first-time visitors as percent of total, agency parks and trails

## Meeting family, friends more popular for new park visitors

New and returning visitors enjoy the same primary activities but have variations in reported activity patterns in parks (Table 13). Meeting family and friends, relaxing, camping, and observing nature were more often cited as primary reasons for a park visit compared with returning visitors. They were less than half as likely as returning visitors to jog, dog walk, or bike in parks. Trail activities were quite similar (Table 14), with new/infrequent visitors more likely to bike and less likely to plan a visit primarily for dog walking.

### Reported main activities (over 5%) Parks

New visitor, main activity in parks	% of new visitors	Return visitor, main activity in parks	% of returning visitors
Hike/walk	22%	Hike/walk	33%
Family/friend meetup	11%	Dog walk/dog park	16%
Swim	9%	Biking	11%
Relax/do nothing	8%	Jog/run	7%
Camping	7%	Swim	6%
Observing nature	6%		

Table 13: Comparison of most popular activities for new vs returning visitors in parks.

### Reported main activities (over 5%) Trails

New visitor, main activity On trails	% of new visitors	Return visitor, main activity on trails	% of returning visitors
Biking	56%	Biking	44%
Hike/walk	18%	Hike/walk	27%
Dog walk/dog park	5%	Jog/run	10%
Jog/run	5%	Dog walk/dog park	9%

Table 141: Comparison of most popular activities for new vs returning visitors on trails.

### New visitors to park, trails more ethnically diverse than returning visitors

New visitors were more racially/ethnically diverse than returning visitors. The difference was observed across all 10 park agencies (Figure 32). Among return visitors, between 7% and 21% of park agency visitors were Black, Indigenous, or people of color. Among new and infrequent visitors, this proportion ranged between 12% and 35% across park agencies.

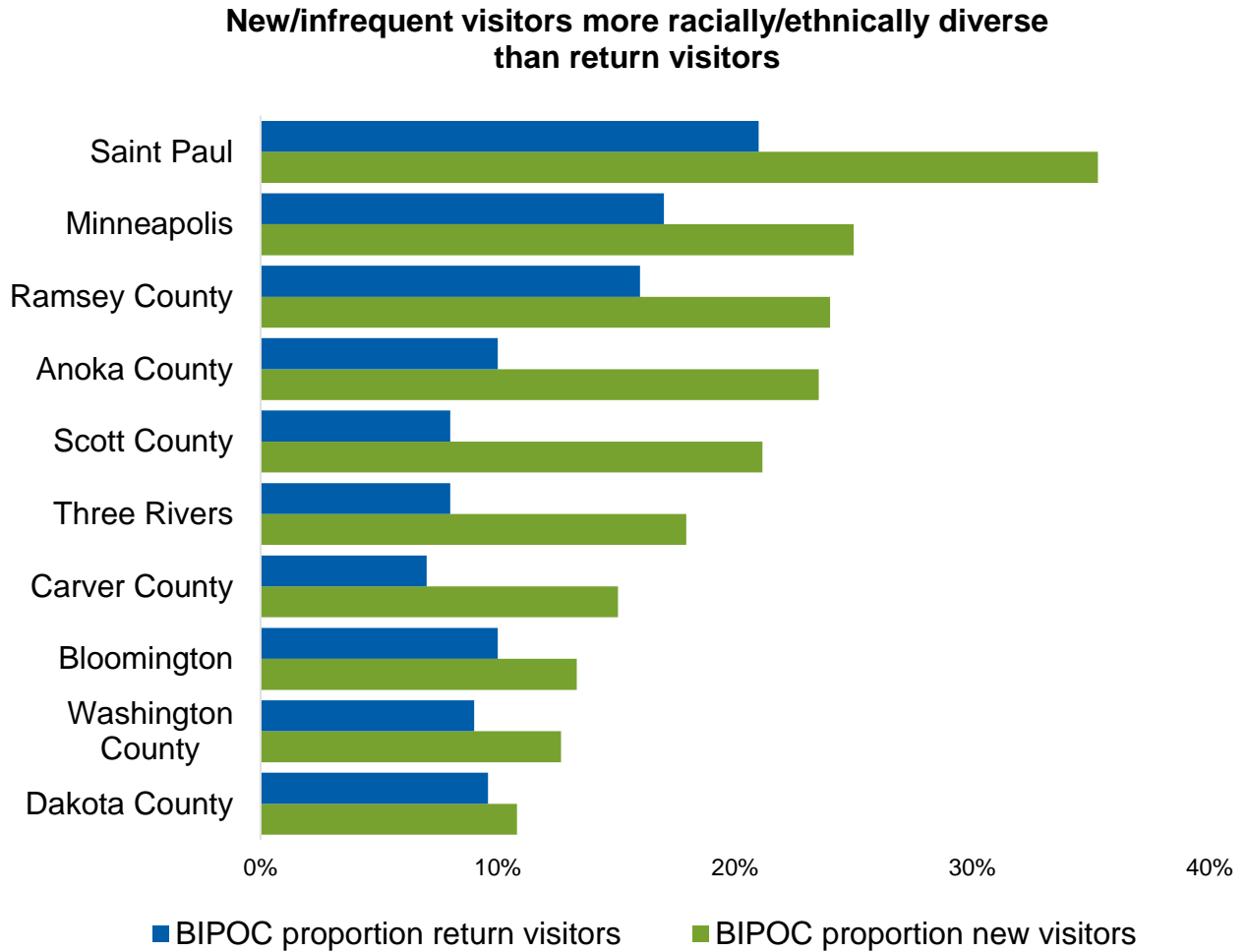


Figure 3: Comparison by park agency of proportion of BIPOC visitors, new vs. return visitors