

# VisitorFlow Report

Park Visitation Analysis,  
from October 1, 2024 to September 30, 2025.

**Barnet Marine Park**

**Professional data services**

Eco-Counter

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[www.eco-counter.com](http://www.eco-counter.com)

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# Study objectives and methods

From October 1, 2024 to September 30, 2025

The aim of this report is to provide quantitative and qualitative visitation indicators from Barnet Marine Park, touristic site, over the period from October 1, 2024 to September 30, 2025.

The study includes spatial and temporal analyses of visitor flows and profiles.

## Methods

The analysis is based on two datasets. The first dataset, ground truth data, was collected from three Eco-Counter Pyro Evo sensors strategically installed at all major entrances to the park to ensure full coverage of all access points.

These sensors record every visitor entry, forming the foundation for all temporal indicators—such as total visitors by hour, day, month, and year. This information is further combined with weather data to evaluate the impact of meteorological conditions on visitation patterns.

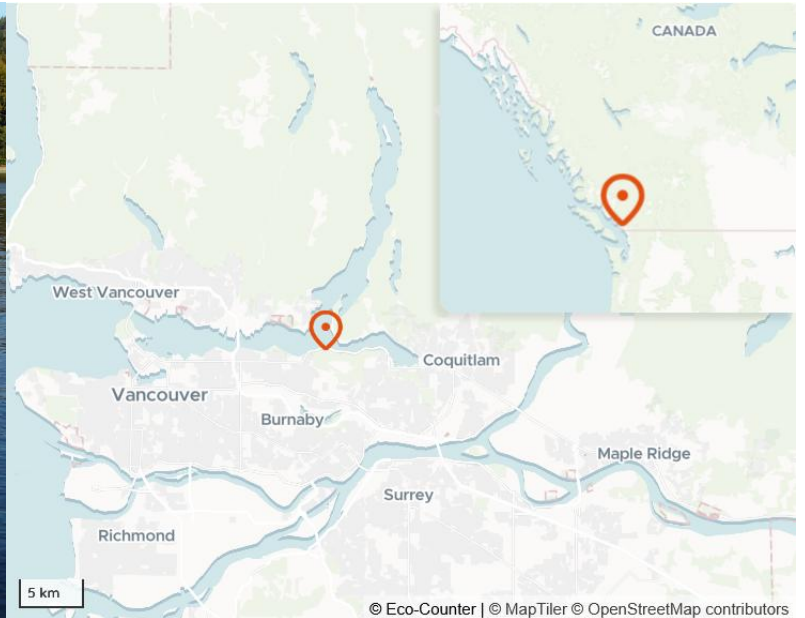
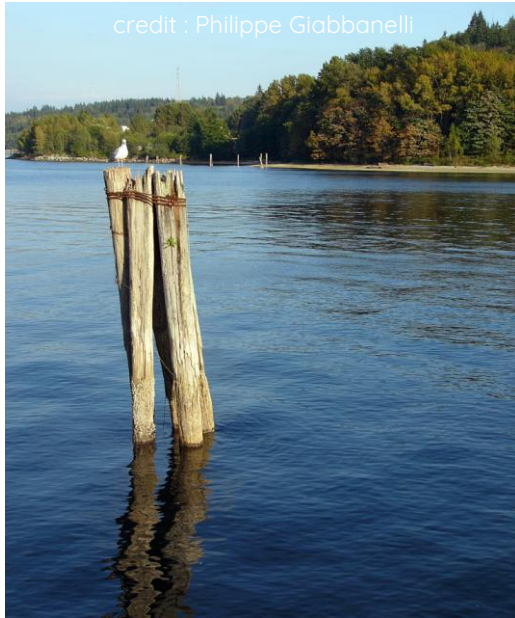
The second dataset consists of mobility (GPS trace) data. These data were carefully validated, map-matched, routed, and aggregated to generate meaningful spatial indicators of park visits.

The resulting analyses include a trail usage map, a heatmap of stopping locations (points of interest), visitor origins by municipality, and indicators of visit duration and recurrence.



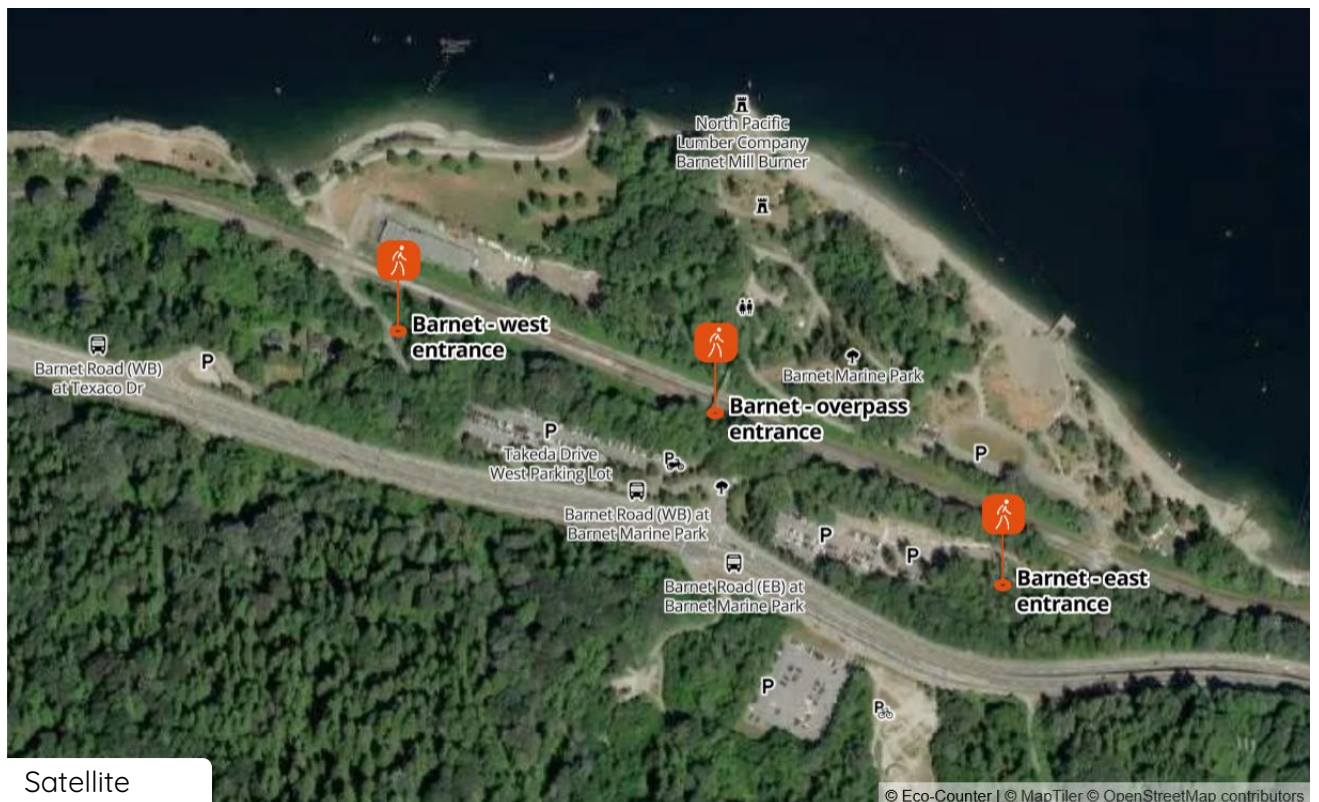
# Study site : Barnet Marine Park

## Location, areas of interest, and services



### Counters

Pedestrian counters have been installed on the access roads to the site.



Satellite view



# Summary

## Key indicators

# Barnet Marine Park

Burnaby, British Columbia, Canada

from October 1, 2024 to September 30, 2025



## Key figures for visits

Weather factors influencing visitor numbers



Temperature



Rain



**22%** of Greater Vancouver visitors are from Burnaby



There are more visitors **on weekends**

with a peak on **Sunday at 2:00 p.m.**

and an average visit duration of **56 mins**



The busiest day during the analyzed period is

**Tuesday, July 1, 2025**

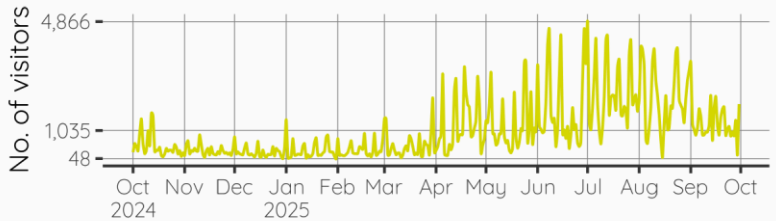
with 4,866 visitors.

**Total number of visitors**  
**377,657**  
over the study period

**Average number of visitors per day**  
**1,035**  
over the study period

### Visitor numbers

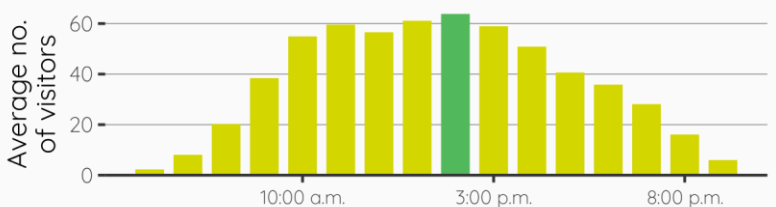
over the study period



© Eco-Counter

### Hourly profile for a typical Sunday

during the study period



© Eco-Counter

# Who's visiting?

## Greater Vancouver

97% of all Canadian visitors reside in British Columbia.

This origin analysis focuses on visitors who reside in the Greater Vancouver area. Their places of residence are grouped by municipality.

**34%** of non Burnaby residents are from the following municipality:  
**Coquitlam**

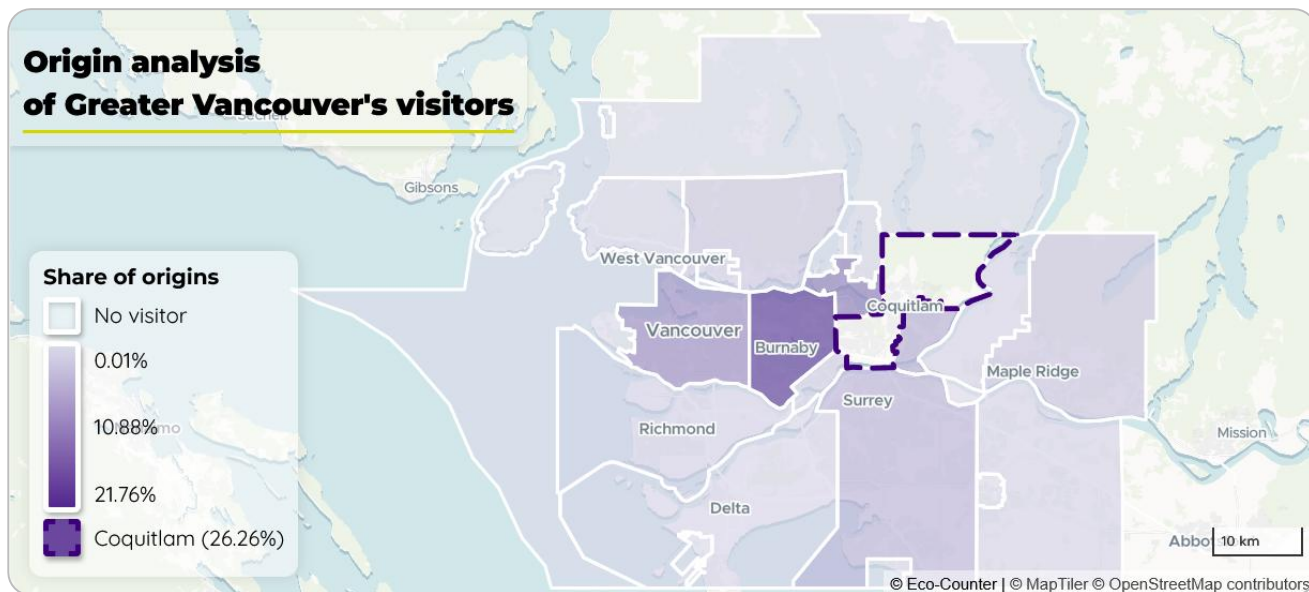
### Visitors' origin

over the study period



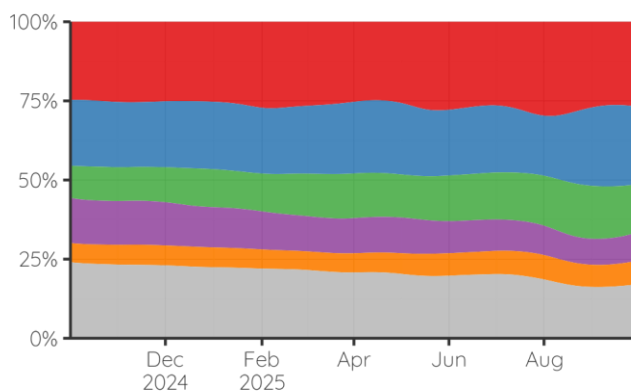
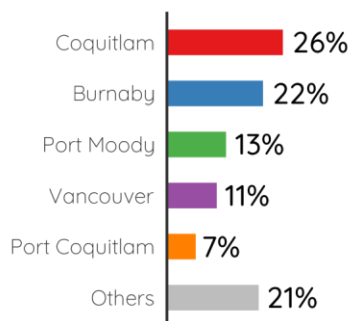
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### Origin analysis of Greater Vancouver's visitors



### Ranking of the most represented municipalities

over the study period

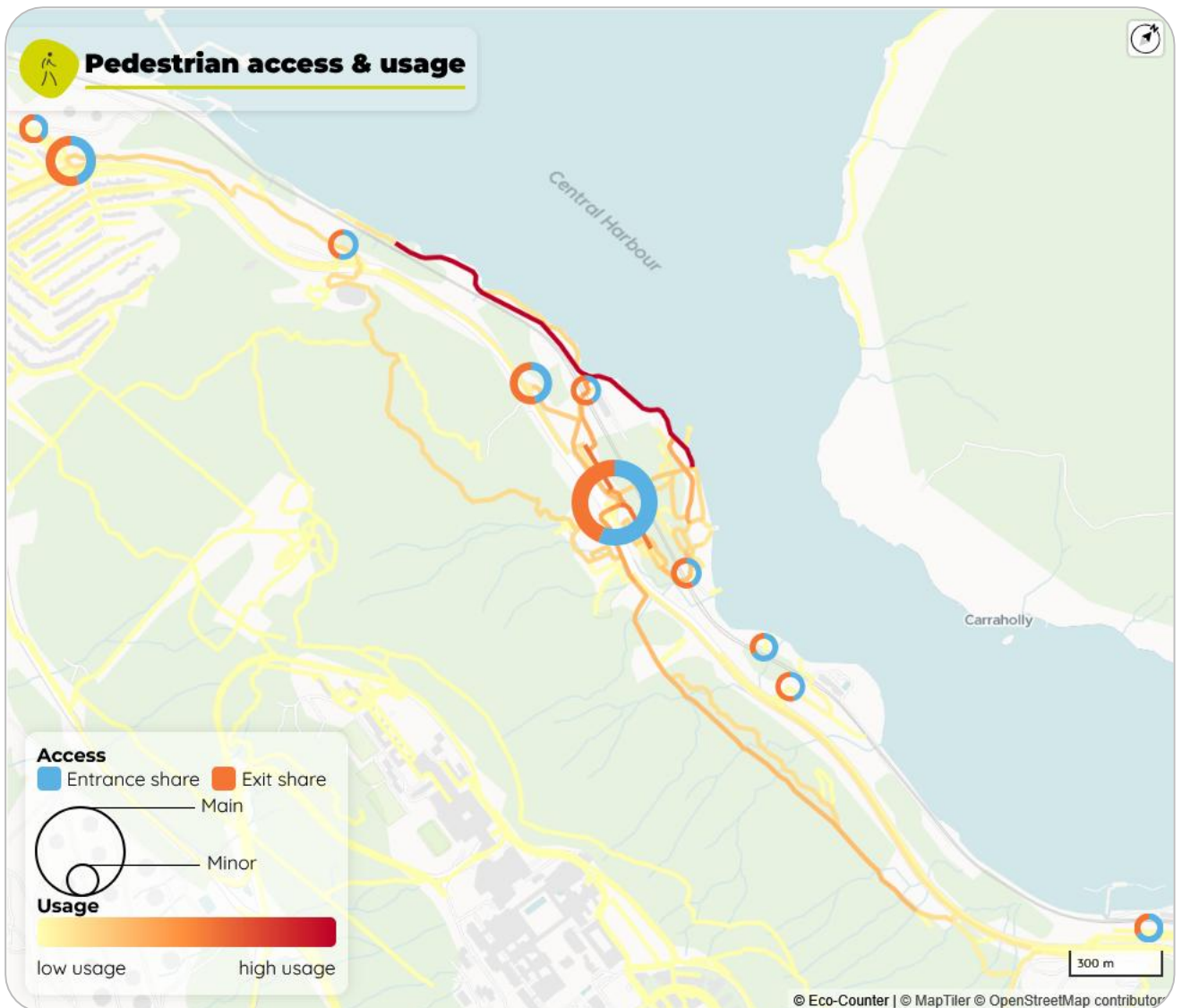


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# Visitors' route

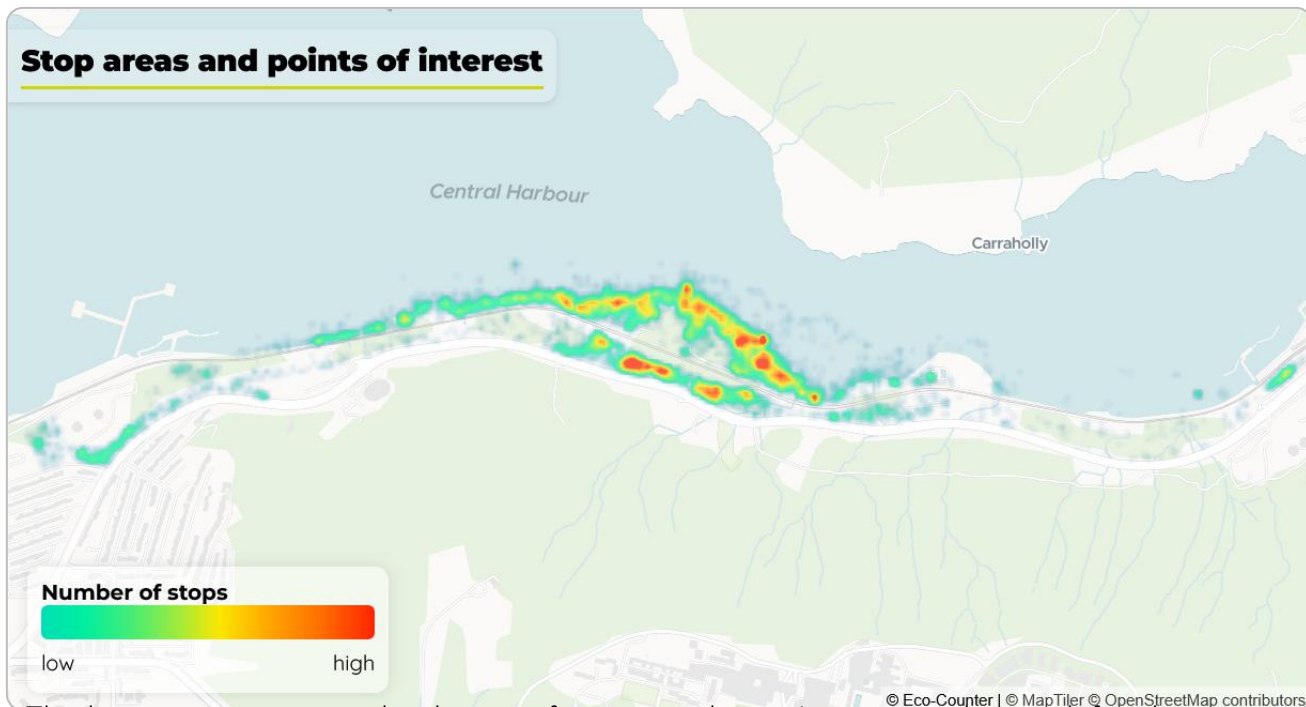
## Overview of access & usage

This map represent the busiest roads and park entrances. The proportional circles highlight the importance of the access points. Their colours help to differentiate their use: in or out of the park. The colour of each section indicates its degree of use.



# Visitors' route

## Duration & recurrence of visits



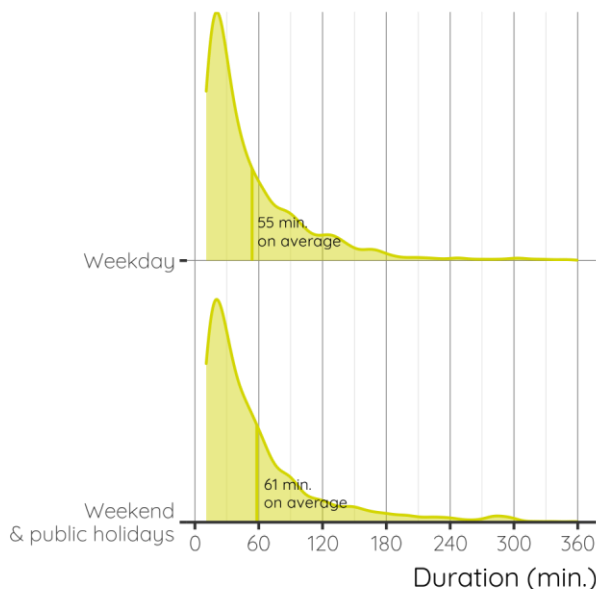
This heatmap represents the density of stopping places. A stopping place is defined as a spot where a visitor remains for a minimum of 10 minutes. The warmer the colour, the more visitors stop in that location.

The summary of visit duration shows the amount of time visitors spend on site, by type of day.

Finally, the recurrence of visits indicates the number of times a visitor returns to the site during the study period.

### Summary of visit durations

by day type



Average visit duration

**56 mins**

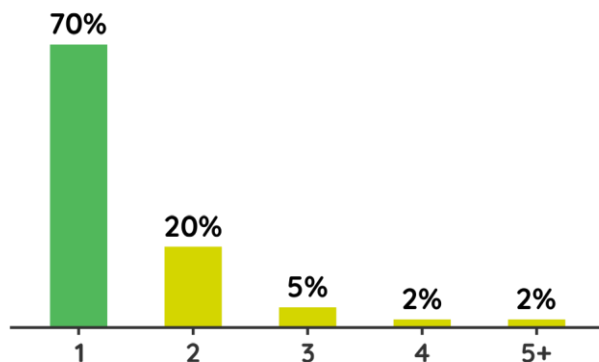


Average number of visits per person

**1.55**

### Recurrence of visits

over the study period



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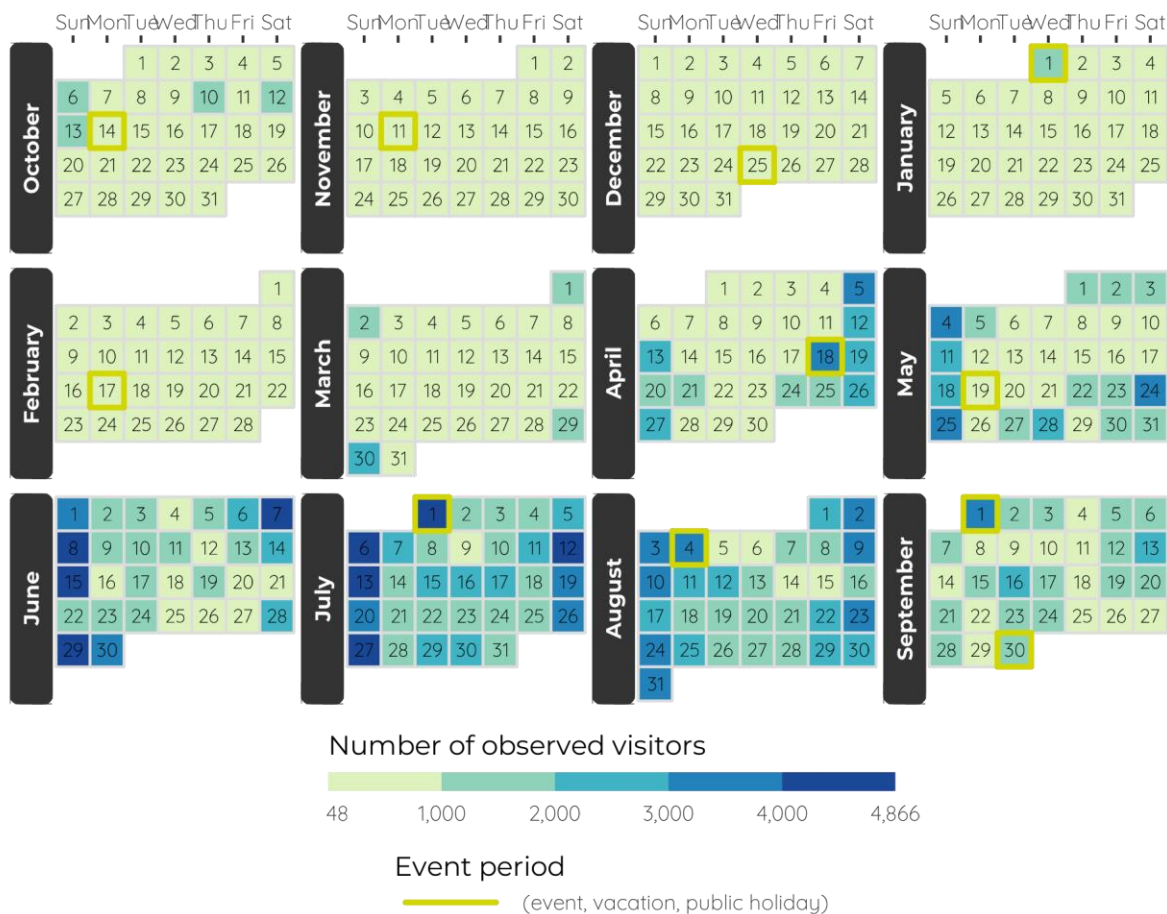
# Attendance

## Overview of overall attendance

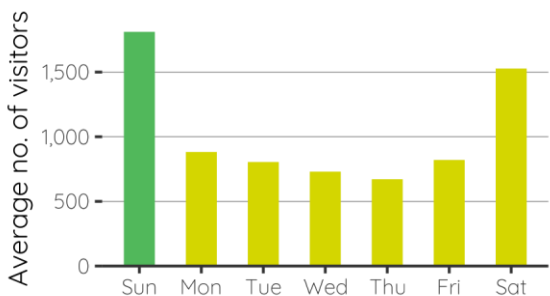
This information presents visitor numbers in the form of a calendar heatmap (a classic calendar in which each day is represented by a cell whose colour varies according to the number of visitors), an average number of visitors per day of the week, and key figures.

### Number of daily visitors

to Barnet Marine Park



### Weekly attendance



Total number of visitors over the period

**377,657**

Average number of visitors per day

**1,035**

Maximum number of visitors in a single day

**4,866**

Tuesday, July 1, 2025

Average number of visitors per week

**7,263**

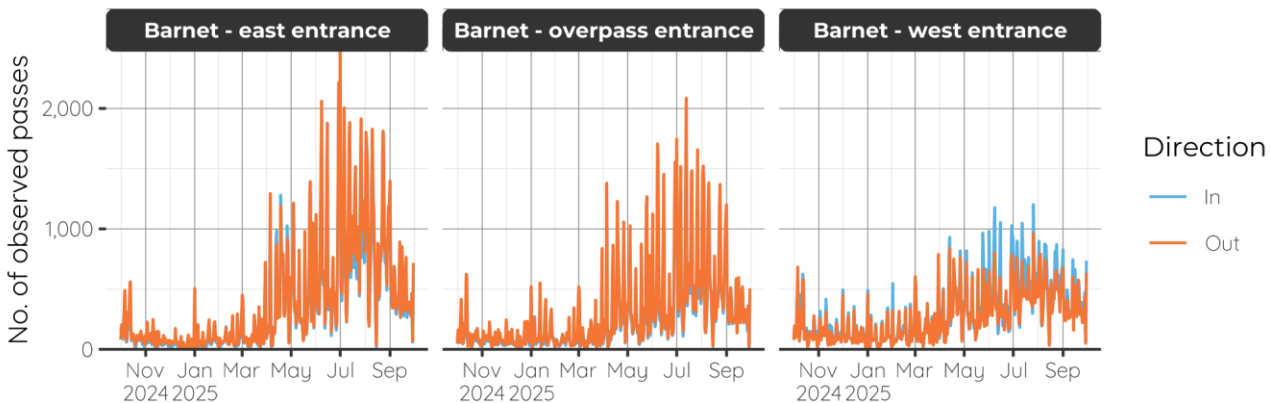
# Attendance

## Detailed data by counting site

These graphs show detailed count data by counting site. They show count data by calendar day, averages by day type, and hourly averages for weekdays and weekends.

### Number of daily passes

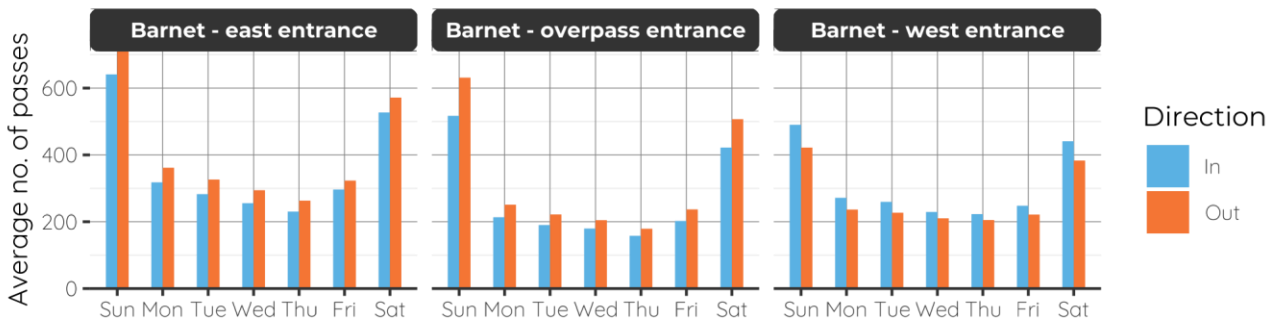
per counter



© Eco-Counter

### Average number of passes

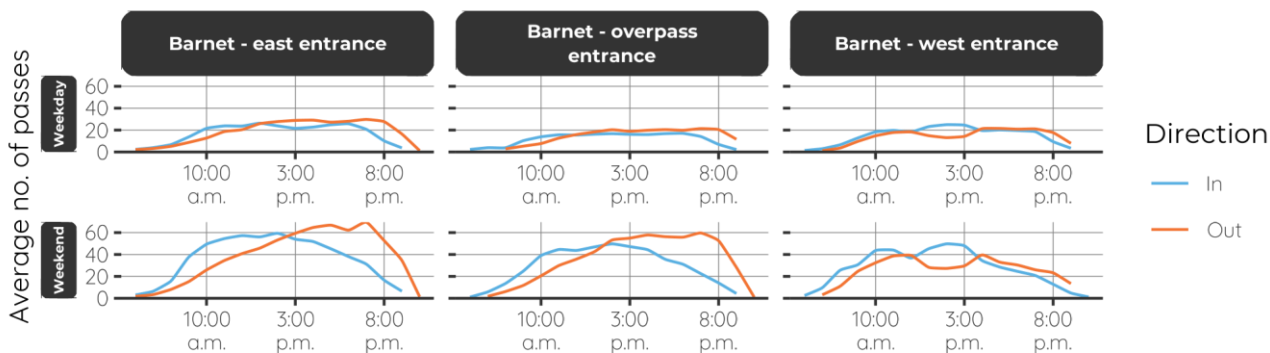
per day of the week and per counter



© Eco-Counter

### Hourly profile

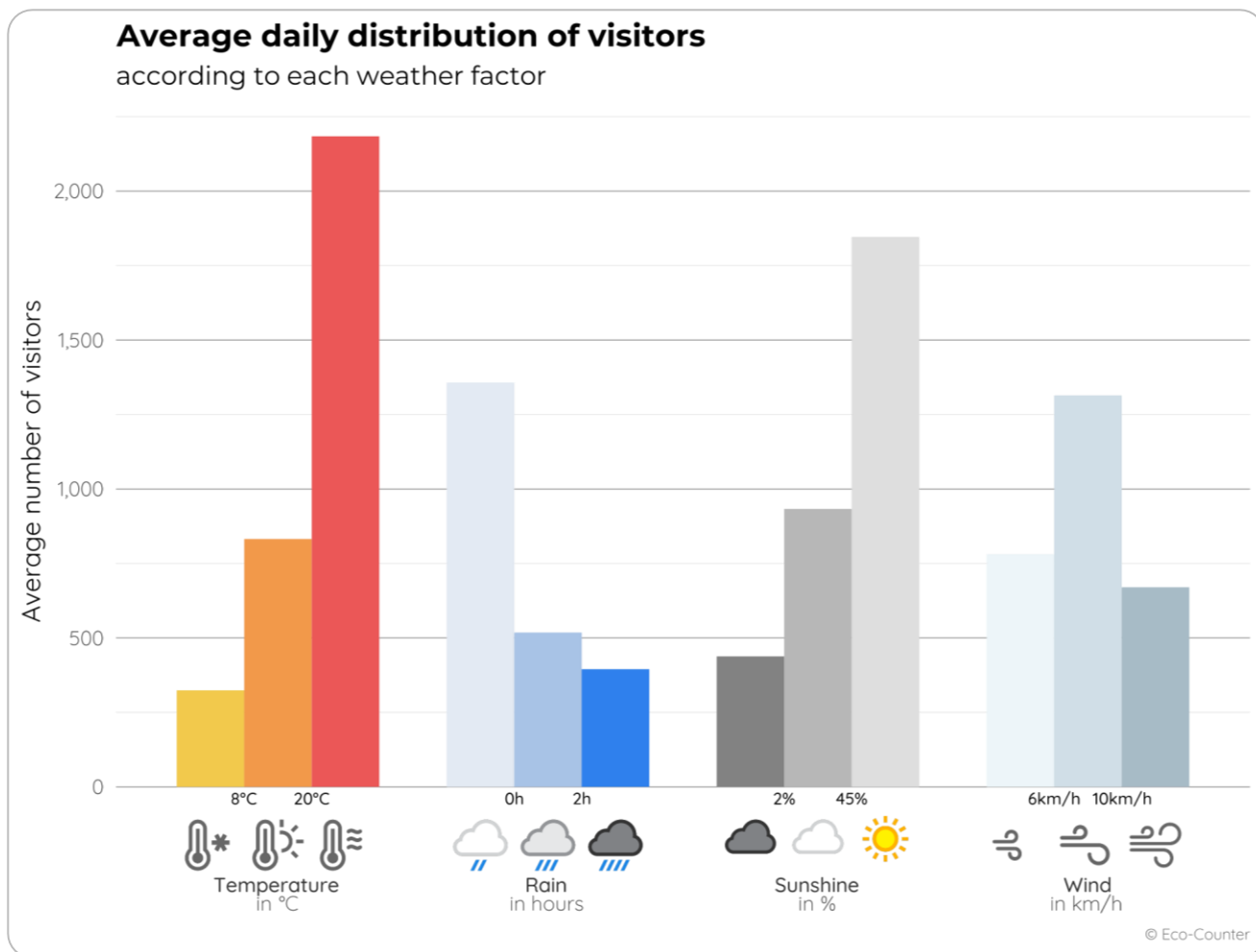
by weekdays and weekends per counter



© Eco-Counter

# Attendance

## Average daily distribution of visitors



Weather factors influencing visitor numbers

**Temperature**

**Rain**

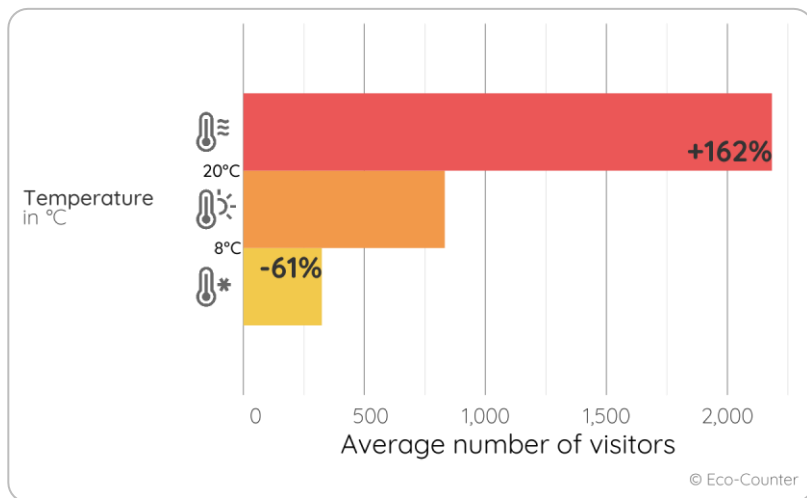
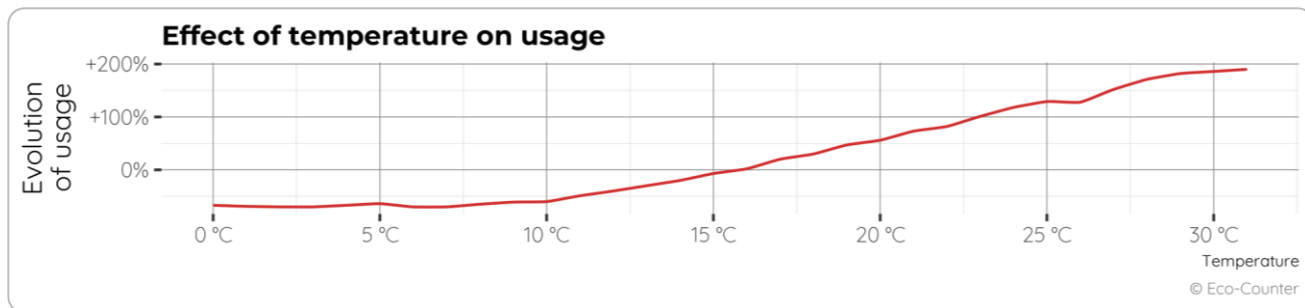
The chart above shows the average site attendance values based on different weather variables and their intensity.

For each weather variable, intensity categories have been created based on the distribution of weather data over the study period. These categories are determined by classifying the data according to representative thresholds. For example, for temperature, values below 8°C (the lowest 25% of observed temperatures) are considered low temperatures. Conversely, temperatures above 20°C (the highest 25% of observed temperatures) are considered high temperatures.

These categories make it easy to visualize the impact of weather conditions, according to their intensity, on the average site attendance.

# Attendance

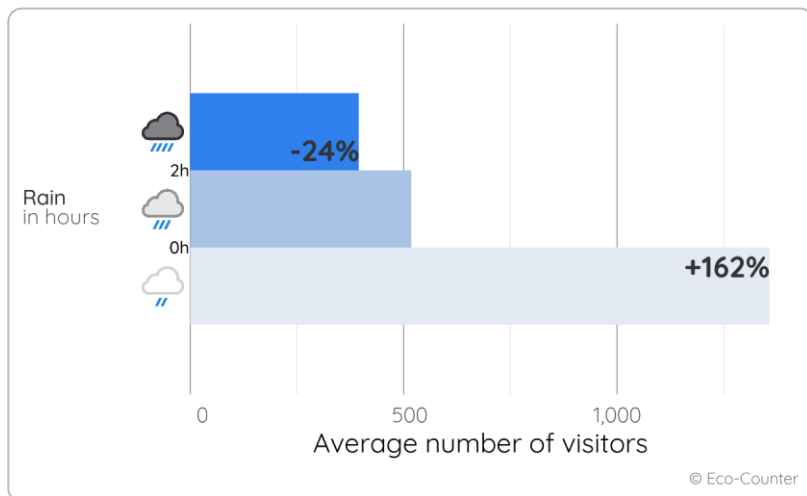
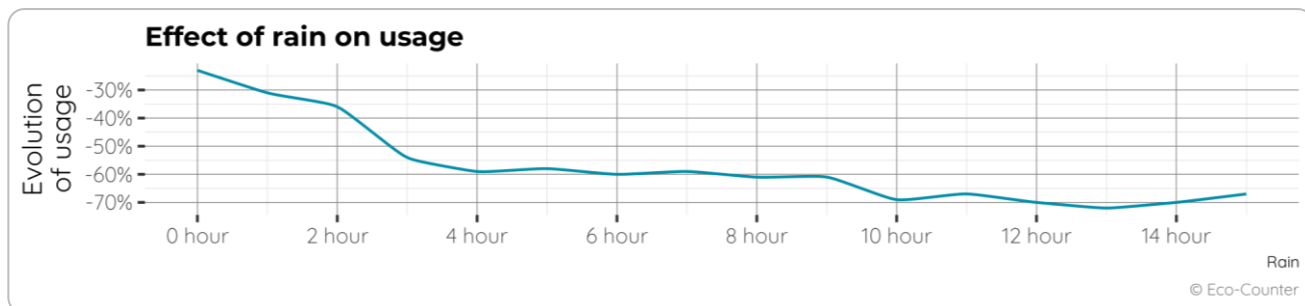
## Average daily distribution of visitors



Temperature has an impact on attendance:

Average daily attendance increases by 162% when the temperature is above 20°C compared to average days.

When it falls below 8°C, there is a 61% decrease in average daily attendance.



Rain has an impact on attendance:

Average daily attendance decrease by 24% on days when it rains for more than two hours compared to average days.

When there is no rain, there is an 162% increase in average daily attendance.



credit : Philippe Giabbanelli

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