

Prince Edward Island
Provincial Parks
Strategy
2025-2031

Inspiring and Connecting People
through Nature and Recreation

August 2025

Message from the CEO, Tourism PEI

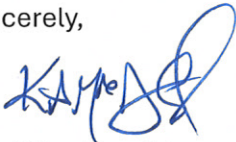
PEI Provincial Parks are cherished outdoor spaces for Islanders and visitors to our Island. Many people make an annual journey to their favourite spot on the beach, hiking trail through the forest, downhill ski run, or campsite by the ocean. Friendships are formed and strengthened, spirits are rejuvenated and restored, memories are cemented, and traditions are formed throughout the year in settings such as day use parks, campgrounds, and the Mark Arendz PEI Provincial Ski Park.

Aligned with the five-year strategy for PEI's tourism industry, **Growing Tourism Together**, this new strategy for PEI Provincial Parks was created through the collection of tourism industry feedback, park user experience, staff insights, and strategic direction from leadership and management of Tourism PEI.

The implementation of this strategy will position PEI Provincial Parks to maximize the enjoyment and long-term sustainability of our provincial parks. It will be used as a decision-making guide to enhance user connections to nature and achieve sustainable growth in PEI Provincial Parks.

I would like to thank all of those involved for their generous time, highly engaged participation, and truly valuable insight into what really matters for the success of PEI Provincial Parks. We also look forward to working together to ensure the successful implementation of this strategy.

Sincerely,



Kent MacDonald
Chief Executive Officer
Tourism PEI

Prince Edward Island Provincial Parks Strategy 2025-2031



Vision

Inspire people to discover, experience, and protect all that the parks have to offer today and for future generations.

Mission

PEI Provincial Parks manages the network of quality parks and facilities by facilitating outdoor opportunities for enjoyment, camping, recreation, and education for all park users, while protecting the natural landscape and biodiversity for generations to come.

Goals

1. Enhance and diversify the park experience
2. Provide supportive environments to facilitate opportunity
3. Foster growth in active outdoor recreation and sports
4. Protect and manage natural areas
5. Sustain the operations of provincial parks

Guiding Principles

Inclusive

We work to ensure the parks are welcoming to all.

Connection

We provide opportunity for people to connect with and value nature and enjoy outdoor activity.

Collaboration

We work together to protect and inspire enjoyment within the parks.

Integrity

We maintain the health and resilience of ecosystems within the parks through partnerships.

Sustainability

We seek to balance environmental, social, and economic factors focused on long-term viability.

Inspiring and Connecting People
through Nature and Recreation

Contents

01

The Value of Our
Provincial Parks

06

Purpose of
this Strategy

09

Future Direction -
Vision and Goals

13

Goal 2: Provide
Supportive
Environments to
Facilitate Opportunity

18

Goal 4: Protect
and Manage
Natural Areas

22

Implementation
for the Road Ahead

05

Considerations for
the Future Direction

08

PEI Provincial Parks -
Who We Are

10

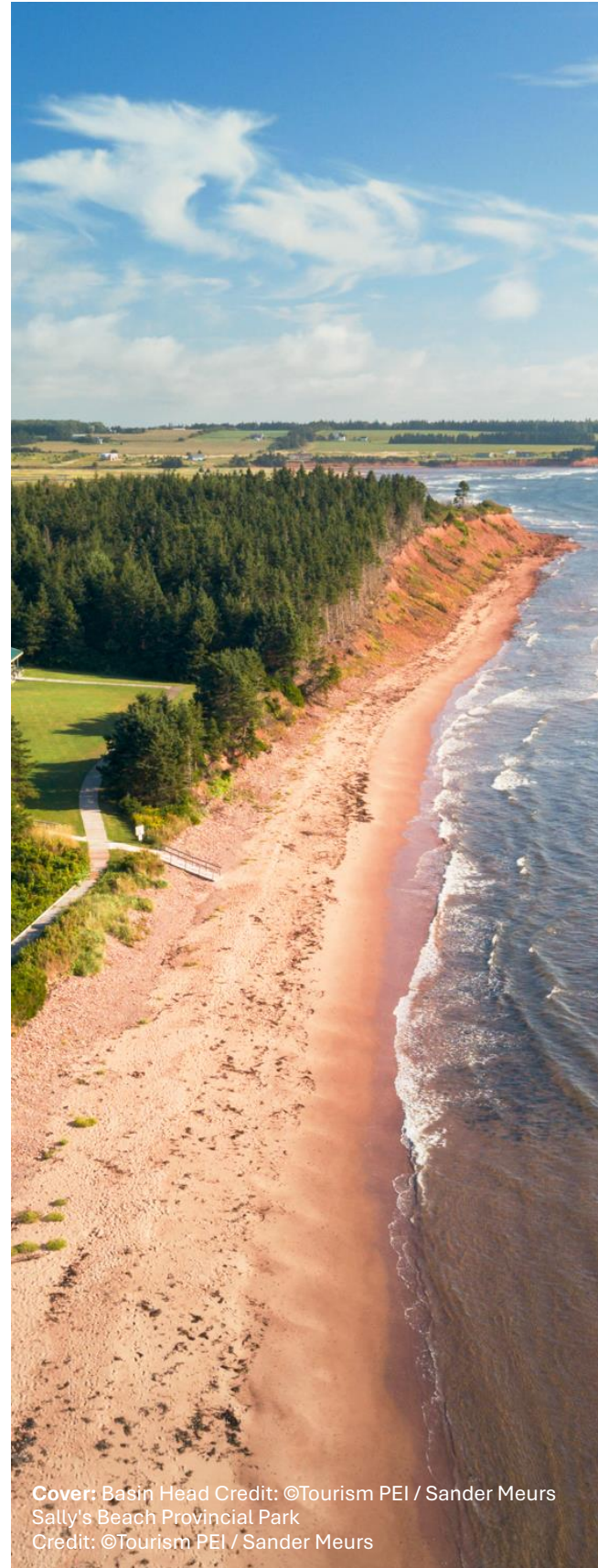
Goal 1: Enhance
and Diversify
the Park Experience

15

Goal 3: Foster Growth
in Active Outdoor
Recreation and Sports

20

Goal 5: Sustain
the Operations of
Provincial Parks



Cover: Basin Head Credit: ©Tourism PEI / Sander Meurs
Sally's Beach Provincial Park
Credit: ©Tourism PEI / Sander Meurs

We acknowledge that the land we gather on is the ancestral land of the Mi'kmaq and we respect the Mi'kmaq as the Indigenous people of PEI.

The Value of Our Provincial Parks

The Prince Edward Island Provincial Parks are very special places. The network of parks is situated primarily along the coastline as well as inland, offering scenic views, beaches, and natural spaces for a variety of **outdoor nature-based and recreation opportunities**.

The Network of Provincial Parks

The network of PEI Provincial Parks includes:

- **Day-use parks** which are each unique and may offer playgrounds, picnic areas, beach access, trails, and interpretive areas.
- **Campgrounds** which offer unserviced sites for tents, serviced sites for RVs and camping trailers, and camp cabins (where available).
- **Ski Park** at the Mark Arendz Provincial Ski Park at Brookvale which includes:
 - The Nordic Site for cross-country skiing, biathlon, fat biking, tubing and snowshoeing in the winter. In the summer, the site is a popular destination for mountain biking.
 - The Alpine Site for downhill skiing and snowboarding.

PEI Provincial Parks are managed by the PEI Provincial Parks team as part of the Operations and Industry Investment Division within Tourism PEI, a crown agency of the provincial government.

Provincial Day-Use Parks

- Basin Head
- Kings Castle
- Sally's Beach
- Wood Islands
- Strathgartney
- Bonshaw Hills
- Bloomfield
- Gateway Village Park
- Union Corner
- Argyle Shore
- Belmont
- Green Park
- Chelton Beach

Provincial Campgrounds

- Brudenell River
- Northumberland
- Panmure Island
- Red Point
- Cabot Beach
- Cedar Dunes
- Jacques Cartier
- Linkletter

Provincial Ski Park

- Nordic and Alpine Sites
- Mountain Bike



Argyle Shore Provincial Park
Credit: ©Tourism PEI / Stephen Harris

Inspiring and Connecting People through Nature and Recreation

Diverse and Authentic Experiences

PEI Provincial Parks offer distinct settings that contribute to the beauty and diversity of experiences across the province. The parks are connected to unique local characteristics, whether the red cliffs, sandy beaches, or freshwater river and/or hilly terrain and forested areas. These differences offer advantages for park users who are seeking specific or a variety of ways to experience PEI's natural environments.

The network of PEI Provincial Parks offers something for everyone. Outdoor activities range from camping, hiking, biking, swimming, kayaking, horseback riding, snowshoeing, skiing, tubing, bird-watching, and many others. The day-use parks are available at no cost. There are opportunities for people to participate in group activities, organized sports, and competitions. There is also a growing number of winter activities that are offered within the parks.

Provincial parks are also enjoyed by local/provincial non-profit organizations and groups that support conservation, recreation, sports, entertainment, and well-being. This includes the hosting of sport tourism, festivals and events within the parks. There is more opportunity ahead.

Adding to the experience, the Parks staff take pride in the spaces they manage and strive to inspire positive experiences for all users.



Green Park Provincial Park
Credit: ©Tourism PEI / Sander Meurs

Inspiring and Connecting People through Nature and Recreation

Examples of What Users Shared About the Parks

For the development of this strategy, park users shared feedback about their experience with the PEI Provincial Parks. Here are examples of what was shared:

“My family is from Ontario, and it was the first time my children (or I) had camped on the edge of the ocean. My husband and I stayed up late to watch the stars and talk for hours. After, my children were able to walk on the shore. It was an unforgettable experience and is 100% the reason why we will be returning to your beautiful province.”

“PEI Provincial Parks are a peaceful and relaxing way to spend your vacation.”


“Parks have given us beautiful experiences of nature, and timeless family memories. They are a treasure and should not be taken for granted.”

“I still remember my first time going to Argyle Shore and seeing the mini waterfall off the cliff and finding sparkling sea glass at the base! It was so gorgeous.”

“I have a lot of special memories camping with my parents. Since I was little, we camped every summer right up until my parents were in their 90s. We always had fun. They loved the provincial campgrounds.”

“The trails at Bonshaw are amazing! Watching my kids while they were young walking the trails was always a fun experience.”

“We love the quiet, serene quality of the parks. Always clean, beautiful and a great overall experience.”

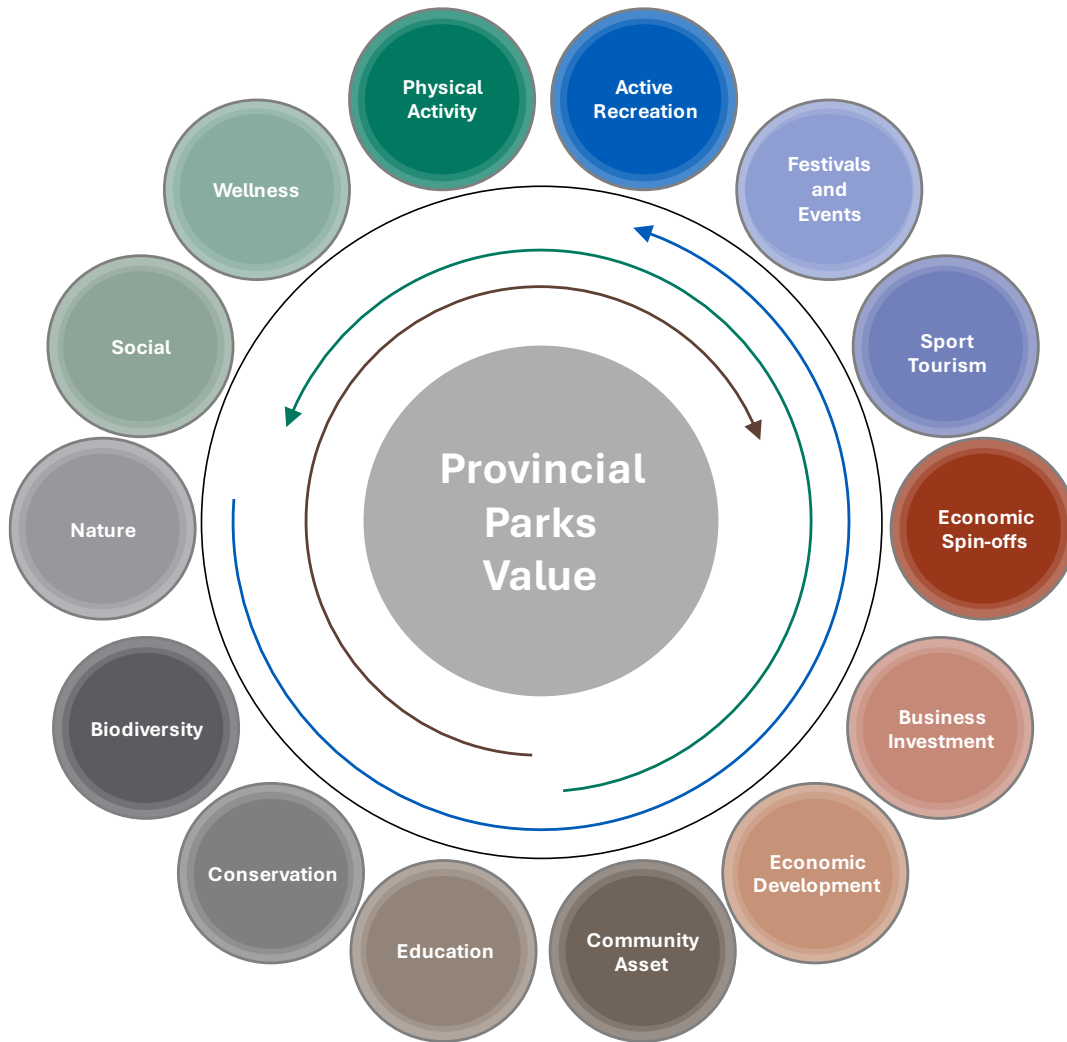


Argyle Shore Provincial Park
Credit: ©Tourism PEI / Carrie Gregory

Important Assets to Prince Edward Island

Provincial parks provide users with outdoor spaces for recreation and physical activity and to be engaged in nature. Balanced with this is the need for continued and growing initiatives to conserve natural areas, maintain unique ecosystems, and offer users education on PEI’s natural resources.

The network of provincial parks is a valuable contributor to social, economic, environmental, and well-being pillars of society.



While the PEI Provincial Parks are important assets to users and communities, the properties require a significant investment to maintain, upgrade, and modernize facilities and infrastructure. It is challenging to keep up with user expectations and trends and it is important to prioritize what is most important. The following section identifies important considerations that will help to inform continued investment in the provincial parks.

Considerations for the Future Direction

Trends toward more engagement in outdoor activities have resulted in growing demand for parks, trails, and campgrounds. This strategy has considered the following trends identified based on international and national research as well as the 2023 PEI Visitor Exit Survey (led by Tourism PEI) results:

- **Growing demand for connecting with nature** and exploring natural environments (e.g., soft hiking, scenic drives). There is a trend of Canadian travelers looking for unique and novel outdoor experiences, and **opportunities to immerse themselves in nature**.¹
- **Growing interest in outdoor adventure**. For example, younger generations are seeking outdoor activities, while embracing values of sustainability, inclusivity, and sense of adventure.
- **Growing demand for active outdoor recreation**. For example, mountain biking is a growing global sport and industry driven by the pursuit of healthy lifestyles, desire for adventure, and the development of electric bikes. Fat biking offers unique and adventurous ways to explore terrain and is transforming traditional off-season cycling into a year-round activity.
- **Growth in camping and unique outdoor overnight experiences**. Based on the 2023 Tourism PEI Exit Survey results, most campers were parties of only adults (71%), while the remaining travelled with children (29%) and almost half of the campers were over age 55. These visitors enjoyed going to the beach, followed by scenic drives, sightseeing, enjoying trails, visiting cultural attractions, and participating in nature-based outdoor activities.²
- **Demand for more service (i.e., 3-way) at campgrounds** to meet the requirements of the increasing number of larger campers and for charging personal devices. With the provincial campgrounds, serviced sites had both the largest volume of nights booked and highest occupancy rate in 2024. Campers have shared that they are looking for more of service sites, especially 3-way.
- A rapidly **growing market for sport tourism**, as noted globally, and as identified as a priority in the five-year tourism industry strategy for PEI that builds on the successes to-date for the province.

PEI Provincial Campgrounds 2024 Season

Over **47,000** nights sold

+4% over 2023 and +8% over 2022



46% of campers were
new customers

Campers stayed an average
of **2.65** nights

+2% over 2023 and 2022



PEI has an opportunity to evolve and grow with demand for nature-based activities, active recreation, and sport by leveraging existing infrastructure, recent and new investments, and the conservation of the natural beauty of the PEI Provincial Parks. This strategy provides a five-year roadmap to support this direction.

¹Kampgrounds of America. (2024). *2024 Camping & Outdoor Hospitality Report - Camping in Canada*. <http://koa.uberflip.com/i/1521254-2024-koa-c-oh-report-camping-in-canada/0>

²Tourism PEI. (2024). *A Profile of Pleasure Camper Parties by PEI Region Stayed – Results from the 2023 Exit Survey*. Department of Fisheries, Tourism, Sport and Culture.

Purpose of this Strategy

Tourism PEI, under the leadership of the PEI Provincial Parks management, initiated the development a new five-year strategy to define priorities to navigate and drive the future direction of the provincial parks, while balancing the social, economic and environmental impacts and benefits. The intent of the strategy is to:

- Maximize the **enjoyment** and **long-term sustainability** of PEI's Provincial Parks.
- Guide decisions to **enhance user connections to nature and achieve sustainable growth**.
- Align with the five-year PEI Tourism Industry Strategy: ***Growing Tourism Together***.

PEI's tourism industry strategy issued a call to action for industry members and government to expand their perspective about what tourism on PEI *can become* beyond its traditional profile. To achieve this, the strategy encouraged open minds to foster an attitude of collaboration, respect, accountability, and acknowledgement of PEI's heritage in its many forms.

The tourism industry strategy identifies the following priorities related to the parks:

- Extending the operating season to capitalize on outdoor recreation opportunities.
- Continued growth in utilization of the Mark Arendz Provincial Ski Park.
- Engaging with tourism operators in collaborative utilization of parks.

Furthermore, the 2023 Department Mandate Letter identified the following direction for the Minister of Fisheries, Tourism, Sport and Culture:

- Rebuild lost infrastructure and equipment from Hurricane Fiona in provincial parks;
- Invest-in provincial parks across the province to modernize and enhance the programs, amenities, and services they bring to rural communities;
- Work with the Tourism sector to continue to expand offerings for tourism in the fall, winter and spring seasons; and
- Work with the sports community and Tourism PEI to expand sport tourism opportunities for Prince Edward Island.

Essential to the development of this strategy was to engage community and tourism stakeholders, PEI Provincial Parks staff, and the Tourism PEI leadership and management team. More than 1,000 users of the parks provided feedback on their experiences, perceived value and opportunities through an online survey. In addition, research and identification of leading practices in other jurisdictions helped to define the direction for PEI.

This five-year strategy for PEI Provincial Parks, *Inspiring and Connecting People through Nature and Recreation*, provides a roadmap for the next five years. This roadmap is focused on carrying out the mission to manage the network of **quality parks and facilities** by facilitating outdoor opportunities for enjoyment, camping, recreation, and education for all park users, while protecting the natural landscape and biodiversity for generations to come.

Basin Head Provincial Park and Beach

Basin Head is known as the “Singing Sand” beach, named for the unique squeaking sound the sand makes when walked upon due to its high silica content. This park offers a variety of attractions, including a fisheries museum, souvenir shops, and an interpretive center.

The beach itself is divided by a channel called “the run,” which connects the sea to the Basin Head Lagoon.

“Our first visit to Basin Head was an excellent experience for our family. It is truly a hidden gem, one that we highly recommend to anyone planning a trip to PEI.”

Survey Respondent

Inspiring and Connecting People
through Nature and Recreation

“Our girls look forward to visiting Northumberland Provincial Park every year. When we ask them what they want to do each summer, it's at the top of their list. Our 7-year-old draws pictures about being there during the rest of the year.”

Survey Respondent

Northumberland Provincial Park
Credit: ©Tourism PEI / Sander Meurs

PEI Provincial Parks – Who We Are

Mission – what we do

PEI Provincial Parks manages the network of quality parks and facilities by facilitating outdoor opportunities for enjoyment, camping, recreation, and education for all park users, while protecting the natural landscape and biodiversity for generations to come.

Guiding Principles – how we make decisions and actions

Decisions and actions related to the provincial parks are guided by the following principles:

Inclusive

We work to ensure the parks are welcoming to all.

Connection

We provide opportunity for people to connect with and value nature and enjoy outdoor activity.

Collaboration

We work together to protect and inspire enjoyment within the parks.

Integrity

We maintain the health and resilience of ecosystems within the parks through partnerships.

Sustainability

We seek to balance environmental, social, and economic factors focused on long-term viability.

Future Direction – Vision and Goals

Vision – what we aspire to for the future

**Inspire people to discover, experience, and protect
all that the parks have to offer today and for future generations.**

The PEI Provincial Parks team aims to contribute to the vision for PEI’s tourism industry strategy, as identified below, while contributing to the well-being and resilience of Islanders and the beautiful parts of the Island that make up the provincial parks.

The five-year strategy for PEI’s tourism industry, ***Growing Tourism Together***, “fosters the conditions that support the development of a vibrant, year-round destination for visitors choosing PEI for vacation, meetings/conventions and conferences, sports, family and friends, or events, which will increase total annual tourism revenue in the primary season and increase visitation during the winter and shoulder seasons.”³

Goals – what we aim to achieve

The following goals have been identified for the next five years and are supported by strategies and actions to help achieve these goals:

1. Enhance and diversify the park experience
2. Provide supportive environments to facilitate opportunity
3. Foster growth in active outdoor recreation and sports
4. Protect and manage natural areas
5. Sustain the operations of provincial parks

Cabot Beach Provincial Park
Credit: ©Tourism PEI / Sander Meurs

³ Tourism PEI. (2024). *Growing Tourism Together, a Five-Year Strategy for PEI’s Tourism Industry*.
https://www.tourismpei.com/sites/default/files/2024-08/PEI%20Tourism%20Strategy_2024_web.pdf



Mark Arendz Provincial Ski Park at Brookvale
Credit: ©Tourism PEI / Glen Strickey

Goal 1: Enhance and Diversify the Park Experience

Help people connect to nature through inspiration, education, recreation, and enjoyment.

The provincial parks are available to all users. The network of parks offers diverse experiences and opportunities for engagement by users. The day-use parks are available for anyone to enjoy, provided they are respectful of nature and leave the park as they found it. Authentic camping experiences are available across the province, each one offering something unique and all of them being connected to nature, beauty, and scenic views.

Strategic Actions – plans and approaches to reach the goal

1.1 Promote inclusive and welcoming provincial parks

The network of provincial parks offers diverse experiences that allow users to immerse themselves in nature in whatever way they choose, with beaches, trails, playgrounds, and camping. Each park offers something distinct, and there are experiences for everyone. While the provincial parks are enjoyed by those who visit them, they are not always known.

- 1.1.1 Promote the provincial parks with key messaging including shared use and all are welcome, diverse offerings and unique features, and the importance of nature and outdoor spaces to health and well-being, while being respectful to parks, trails, and other natural environments.
- 1.1.2 Partner with community groups on educational opportunities, such as a Learn to Camp program as an overnight camping experience to learn basic skills.
- 1.1.3 Work with other groups to enhance shared promotions of trails in PEI.

Inspiring and Connecting People through Nature and Recreation

1.2 Facilitate more nature-based programming and partnerships within the parks

The parks are an important asset for community use and the visitor experience. There is more opportunity for organized programming and activities by local and provincial groups and organizations to take place in the parks. Examples include educational programming and experiential tourism focused on nature, history, culture, wellness, and ecological conservation.

- 1.2.1 Encourage the use of day-use parks for organized programming and activities by community groups, organizations, and individuals.
- 1.2.2 Encourage the tourism industry to incorporate all provincial parks as part of destination promotions, itineraries, and experiences.
- 1.2.3 Facilitate private business offerings, including nature-based recreation experiences, food concessions, and accommodations, where appropriate within the parks.
- 1.2.4 Promote self-guided activities and interpretative experiences in select day parks/trails.

Brudenell River Provincial Park is an example of a provincial campground with nearby public, private sector, and non-profit activities for campers to enjoy, such as golf, horseback riding, and kayaking.



Brudenell River Provincial Park

Private operators offer canoe, kayak, and paddleboard rentals, and horseback riding is available.

1.3 Enhance year-round use of provincial parks

A growing number of people are looking to visit parks and to go camping year-round. The aim will be to better match the potential to use the parks (if appropriate) with the times of year that people are looking for activities.

- 1.3.1 Explore and action seasonal expansion at day-use parks and campgrounds, where appropriate, based on staffing capacity, visitor safety, partnership opportunities, and available budget.
- 1.3.2 Build capacity for fall and winter camping and outdoor activities in select parks where existing infrastructure can be leveraged and visitor safety can be maintained.

1.4 Engage First Nations and Indigenous communities

It is important to honour the First Nations and Indigenous rights, languages, and traditional uses of the land.

- 1.4.1 Work with the First Nations in PEI to incorporate signage using Mi'kmaq language.
- 1.4.2 Explore opportunities to build meaningful connections between the provincial parks and the First Nations and Indigenous communities.

Bonshaw Provincial Park features a main trail named Ji'ka'we'katik Trail, which is the traditional Mi'kmaq name for the West River. Ji'ka'we'katik translates to “the place where bass are plentiful.” The trail name recognizes the Mi'kmaq's long-standing connection to the land.



Goal 2: Provide Supportive Environments to Facilitate Opportunity

Create and maintain physical and social environments that contribute to the overall experience.

Supportive physical and social environments are designed and maintained to ensure positive user experiences. Part of this is up-to-date infrastructure, facilities, and elements, including cleanliness, safety, accessibility, and features that encourage positive interactions and engagement.

Strategic Actions – plans and approaches to reach the goal

2.1 Modernize infrastructure and facilities to ensure safe, accessible, and quality facilities and outdoor spaces

The provincial parks have identified the need for continued improvements to buildings and playground equipment for more enjoyable and accessible experiences for all park visitors. Also identified is the need for investment in upgrades to the electrical systems in campgrounds to support the increasing popularity of larger campers and the need for updated amenities. There is a need to modernize essential infrastructure within provincial parks to ensure continued use.

- 2.1.1 Make investments in essential infrastructure upgrades at the campgrounds, including sewer, water, and electricity, and increase the number of 3-way hookups to meet the demand for larger recreational vehicles.
- 2.1.2 Expand select campgrounds based on demand and occupancy.
- 2.1.3 Prioritize upgrades and longer-term maintenance plans for facilities and playgrounds within the day-use parks and campgrounds.
- 2.1.4 Incorporate ongoing improvement to universal accessibility, working with partners, to create inclusive spaces where everyone, regardless of their abilities, can enjoy recreational opportunities.
- 2.1.5 Work with the Department of Transportation and Infrastructure on road system, parking, and trail priorities.
- 2.1.6 Continuously improve the online experience for registrations and purchases.

2.2 Maintain clean, safe, and functional spaces

Cleanliness, safety, and functionality are crucial for the enjoyment and sustainability of the parks.

- 2.2.1 Continue to ensure clean and well-maintained facilities and open spaces, including adequate lighting to enhance safety and to support year-round activities.
- 2.2.2 Ensure spaces are designed to foster positive social interactions that encourage collaboration and a sense of community.
- 2.2.3 Promote responsible park usage as a shared space and respect for long-term use.
- 2.2.4 Communicate the province's emergency measure plans for the provincial parks, working with Prince Edward Island's Emergency Measures Organization.

2.3 Create an environment that facilitates opportunities for business partnerships and community programming to be delivered within the parks

Providing more opportunities for activities within the parks will enhance the experience for all users. To enable this to take place, appropriate regulations, standards, and application processes need to be in place that will also protect the park's ecological integrity and enjoyment for years to come.

- 2.3.1 Update park rules, regulations, and standards for operating within the park.
- 2.3.2 Establish a streamlined application and review process for organizations, associations, and individuals to deliver programming and experiences within the park that align with park management objectives and adhere to park rules, regulations, and standards.
- 2.3.3 Establish a streamlined application and review process for agreements and permits to operate in the parks (where appropriate) for private businesses to apply to offer nature-based recreational opportunities, food concessions, and accommodations that align with park management objectives and adhere to park rules, regulations, and standards.

2.4 Enhance community engagement

Community engagement is vital to the successful management of provincial parks. Local communities can help make sure the parks meet user needs, protect the environment, and foster a sense of stewardship among residents.

- 2.4.1 Engage local municipalities and community groups to help maintain day-use parks and support the natural elements of their local provincial park (e.g., planting trees, cleaning up, trail maintenance).

Inspiring and Connecting People through Nature and Recreation

Bonshaw Hills Provincial Park
Credit: ©Tourism PEI / Glen Strickey

Goal 3: Foster Growth in Active Outdoor Recreation and Sports

Elevate the province's leadership and growth potential in active outdoor recreation, sports, and sport tourism and events hosting.

There has been incremental growth in the use of PEI Provincial Parks for active outdoor recreation, which involves physical exertion and movement in an outdoor environment. Active outdoor recreation includes hiking, trail running, biking/cycling, fat biking, skiing, snowboarding, snowshoeing, tubing, swimming, kayaking, paddle boarding, and so forth.

The Mark Arendz Provincial Ski Park at Brookvale has grown in size, scope, and stature, adding more alpine, nordic, and biathlon trails over time to both the Alpine and Nordic Sites.

In addition to winter activities, the Brookvale Mountain Bike Park offers 25 kilometres of diverse single-track trails, ranging from easy to extremely difficult, that are open in the spring, summer, and fall. The park is known for its well-maintained trails and is a hub for mountain biking activity. The park has been identified as one of the best facilities to learn how to ride, particularly on the Green Machine trail.

Investments have been made in infrastructure within the Provincial Ski Park. In preparation for the 2023 Canada Winter Games, the Provincial Ski Park received an investment for upgrades to modernize and accommodate various events, including the Nordic ski venue and biathlon range.

The Provincial Ski Park was the venue for the Canada Cup mountain bike cross-country and short track races hosted by Cycling Canada for the first time in PEI. Brookvale is also the venue for the 2025 Canada Cup national finale.

There is a great opportunity to expand active outdoor recreation and competitive sport activities at the Provincial Ski Park and in other provincial parks. The Provincial Ski Park has the potential to be the venue for more national and regional sport tourism and events hosting in PEI.

In March 2025, the Mark Arendz Provincial Ski Park made the “**10 best low-altitude ski resorts in North America.**”

Powder, March 2025

“The Mark Arendz Provincial Park **remains as a space for athlete development and increasing opportunities for competitive sports and recreational activities**, reflecting the province's dedication to active living for all.”

Housing-Infrastructure Canada, December 2023

Inspiring and Connecting People
through Nature and Recreation



Mark Arendz Provincial Ski Park at Brookvale
Credit: ©Tourism PEI / Glen Strickey

Strategic Actions – plans and approaches to reach the goal

3.1 Encourage more use of the provincial parks for active outdoor recreation and sports

There is a growing use of the provincial parks for more and diverse active outdoor recreation and sports activities.

- 3.1.1 Establish appropriate policies and guidelines for the safety of park users.
- 3.1.2 Establish active outdoor recreation infrastructure within the parks that will enhance the user experience and the offerings in the geographic area.
- 3.1.3 Collaborate with sport associations and sport tourism leaders to explore and expand opportunities for further growth and development in PEI.

3.2 Develop and promote the Brookvale/Mark Arendz Provincial Ski Park as a year-round destination

The Provincial Ski Park has the opportunity to become a leading destination, building on the assets, strengths, and reputation to date.

- 3.2.1 Build the trail network connections, including Alpine and Nordic Sites, Brookvale and Bonshaw Provincial Parks.
- 3.2.2 Establish a new multi-use Nordic Lodge that will accommodate growth and demand and enhance the user experience.
- 3.2.3 Review the need for additional parking and overflow parking.
- 3.2.4 Explore and develop the Nordic Site as a leading mountain bike destination, including exploration of leading practices in other jurisdictions.

Inspiring and Connecting People through Nature and Recreation

- 3.2.5 Expand the Alpine Site to include experiences for all seasons, including investment in new, strategic infrastructure that will grow demand and revenue for reinvestment.
- 3.2.6 Elevate the overall user experience through service standards and partnerships with business operators (e.g., food and beverages, accommodations).
- 3.2.7 Brand and promote the Provincial Ski Park as a leading destination.

3.3 Expand sport tourism and event hosting opportunities within the provincial parks

Sport tourism, festivals and events are priorities of the provincial tourism industry strategy. Brookvale has added a great asset to PEI's infrastructure for hosting sport tourism events and other festivals.

- 3.3.1 Encourage and support the use of the parks for festivals, events, tournaments, and sport tourism, where applicable, including working with partners on a year-round basis.
- 3.3.2 Establish leading standards and guidelines for event venue excellence – infrastructure, accessibility, safety and security, service, and environmental considerations.
- 3.3.3 Investigate the need for additional power and water sources at the Nordic and Alpine Sites to enhance the product and event hosting opportunities.



Red Point Provincial Park
Credit: ©Tourism PEI / Alex Bruce

Goal 4: Protect and Manage Natural Areas

Ensure the long-term health and resilience of the nature and beauty of provincial parks.

The PEI Provincial Parks recognize the intrinsic value of natural ecosystems, healthy wildlife, and clean air and water. There is a strong recognition of the need to preserve and restore ecological integrity and protect and manage natural resources for long-term health and resilience, particularly with climate change impacts.

Strategic Actions – plans and approaches to reach the goal

4.1 Actively manage the parks ecosystem and ecologically sensitive areas

Within the provincial parks, there are specific locations that require special attention and protection due to their unique ecosystems and high biodiversity. A priority is to manage ecologically sensitive areas in the parks to minimize negative impact and ensure the preservation of natural resources.

- 4.1.1 Continue to enhance practices for sustainable maintenance and planned clean-ups of the parks that protect the natural ecological system.
- 4.1.2 Define and action priorities for ecological infrastructure to protect the ecosystem at provincial parks, working with the PEI Department of Environment, Energy and Climate Action and the PEI Department of Transportation and Infrastructure.

4.2 Manage the parks to enhance their resilience to climate change impacts and erosion

Climate change poses significant challenges to the provincial parks, impacting ecosystems, infrastructure, and recreational opportunities. Working with partners, the PEI Provincial Parks will focus on climate change mitigation and adaptation as well as public awareness.

- 4.2.1 Incorporate climate change risk mitigation and adaptation considerations for day-use parks, campgrounds, and Provincial Ski Park into longer-term parks management plans that are informed by science-based research, including plans for climate risk assessment and adaptation for tourism in PEI.
- 4.2.2 Work with the PEI Department of Transportation and Infrastructure and the PEI Department of Environment, Energy and Climate Action on measures for protection and prevention from forest fires and other natural disasters.

4.3 Continue to learn and adopt leading practices in sustainable management

Sustainable management of the parks is an ongoing commitment that requires learning, staying informed of, and integrating the best approaches to sustainable practices into operations.

- 4.3.1 Provide opportunities for staff to continuously learn about the sustainable management of the parks through continued and new engagement of other government departments, community groups, and Indigenous land-based perspectives.
- 4.3.2 Develop operational policies and practices that show leadership in sustainable management, including integrating sustainable practices into the park operations, from resource management to visitor engagement, while fostering community partnerships and promoting public understanding of sustainability.
- 4.3.3 Actively pursue and secure federal government funding support for sustainable management, climate change risk management, and adaptation.

The post-Fiona clean-up on the Bonshaw trails by the PEI Provincial Parks staff is a great example of sustainable practices used to help protect and preserve the ecosystem.

Union Corner Provincial Park

“This area is known for its Acadian culture and proximity to the beautiful parish church, Our Lady of Mont Carmel. The coastline area surrounding this park, Mont Carmel, is picturesque and nestled in the heart of PEI’s Acadian region. Exuding in rustic charm and fun-loving hospitality, this French-speaking community is a must-stop while in the area.”

Tourism PEI

Strathgartney and Bonshaw Provincial Parks

The Bonshaw Trail Network is maintained through a combination of volunteer efforts, government funding, and specific management plans. Following Hurricane Fiona, significant work was undertaken to clear debris and repair damaged trails.

Bonshaw Hills Provincial Park
Credit: ©Tourism PEI / Paul Baglote

Goal 5: Sustain the Operations of Provincial Parks

Work together and with partners to ensure the continued enjoyment and protection of the provincial parks for generations to come.

PEI Provincial Parks is fortunate to have a loyal team of staff who have returned to the parks year after year. They will continue to be a valued part of the parks. It is important to continue to grow the team for the future.

As stewards of the parks, the need to balance social, economic, and environmental factors will become increasingly important. This means building on how things have been done and adopting leading practices in sustainable management and climate change resiliency. This also means enhancing our service levels to meet user expectations and to grow our revenue to support reinvestment in services and experiences.

These efforts will require building capacity, knowledge, and experience through partnerships with many collaborators – conservation, tourism, government, community, volunteers, and each other.

Strategic Actions – plans and approaches to reach the goal

5.1 Continue to value our people and develop our knowledge and capacity

PEI Provincial Parks staff work hard to ensure a clean and safe experience for park users and to protect the natural environment and ecological integrity. It is important to align capacity needs with growth opportunities and to find ways to engage more youth as provincial park employees.

5.1.1 Develop strategies to attract, retain, and recognize staff.

5.1.2 Attract and support the development of lifeguards to ensure the safety of users at provincial beaches offering lifeguard services.

Inspiring and Connecting People through Nature and Recreation

- 5.1.3 Provide opportunities for training and development in the areas of conservation, service excellence, tourism, and diversity, equity and inclusion (DEI).
- 5.1.4 Ensure appropriate staffing capacity and budgets for seasonal extension and growth opportunities.
- 5.1.5 Ensure the appropriate supports are in place to help staff carry out their role.

5.2 Collaborate to optimize the value of the parks for the long-term

- 5.2.1 Enhance volunteer engagement through an ambassador program and recognize individuals and groups for their support in maintaining the parks.
- 5.2.2 Establish a strategic cross-government working group to support integrated longer-term planning and the implementation of priorities defined in the parks management plans.
- 5.2.3 Work with the other provinces to form an Atlantic Canada provincial parks network that would enable the sharing of leading practices.

5.3 Ensure the effective ongoing management of the parks

Park management plans guide the long-term management and operation of the parks, outlining objectives for sustainable use and protection. The plans will include conservation, user experience, infrastructure, and environmental monitoring.

- 5.3.1 Prepare multi-year park management plans for the day-use parks, campgrounds, and the ski park that prioritizes actions, investments, and policies to guide a consistent and effective approach to park management; and integrates risk management elements into all planning.
- 5.3.2 Establish a user safety program and promotion as a shared responsibility, requiring users to be prepared and aware of potential hazards.
- 5.3.3 Integrate leading practices in energy efficiency and renewable energy over the longer term.

5.4 Increase revenue generation and economic spin-offs

The day-use parks are important for the community, while the campgrounds and ski park provide experiences for Islanders and visitors and generate revenue to support reinvestment in the maintenance of the parks.

- 5.4.1 Enhance marketing and promotions to increase usage and visitation to PEI.
- 5.4.2 Enhance data collection and research on leading practices to support continuous improvements to the user experience and to inform decisions.
- 5.4.3 Establish a revenue model for the Provincial Ski Park, incorporating growth opportunities, fees, and venue rentals and support for year-round operations and reinvestment.
- 5.4.4 Review and develop a comparable pricing analysis for the campgrounds to inform decisions.
- 5.4.5 Explore and develop other revenue-generating opportunities, including private sector partnerships and park-related offerings that will enhance the user experience and potentially bring efficiencies to park management.

Implementation for the Road Ahead

The 2025-2031 *Prince Edward Island Provincial Parks Strategy* provides a roadmap for the next five years to support the continued growth and development of the provincial parks. The development of the priorities was guided by **five principles – inclusive, connection, collaboration, integrity and sustainability**. There is a strong recognition that these priorities can only be achieved through strong collaboration, partnerships, and a balanced focus on environmental, social, and economic factors. It is important that the opportunity for people to connect with and value nature and enjoy outdoor activity is available and welcoming to all. Also important is that the health and resilience of the ecosystem be maintained in the long term.

The successful implementation of this five-year strategy will require leadership by the PEI Provincial Parks team and Tourism PEI and support from many partners within government and the community. To support these efforts, a strategic cross-government working group will be formed to support integrated planning for the management of the parks, including a focus on conservation, user experience, infrastructure, and environmental monitoring.

An Action Plan has been developed that further defines the lead responsibility, timeframe, and impact measures for the strategic and defined actions. This Action Plan will guide the work of the team from September 2025 to March 2031 and ensure the continued progress towards the defined **vision – Inspire people to discover, experience, and protect all that the parks have to offer today and for future generations.**

