

PERFORMANCE SCORECARD

6-MONTH COMPARISON

 Positive Change
 5% Decrease or Less
 More Than 5% Decrease

		Jul-Dec 2024	Jul-Dec 2025	% Change		Cause for Change
Aquatics	GENERAL ADMISSIONS	77,979	71,730	-8%		Weather impacts
	YOUTH GROUP PARTICIPANTS	35,971	40,543	13%		
	ANNUAL WATERPARK MEMBERSHIPS SOLD	515	644	25%		
Campgrounds & Cottages	GROUP CAMPERS	3,179	3,099	-3%		
	NIGHTLY RENTALS ¹	18,616	17,413	-6%		Weather impacts; changes to stay policy and customer base
Catering & Venues	CATERED EVENTS AT VENUES ²	189	190	1%		
	OTHER CATERED EVENTS	52	51	-2%		
Events	EVENT ADMISSIONS ³	180,518	170,959	-5%		
Golf	18-HOLE GOLF ROUNDS	58,513	68,012	16%		
	SUBSCRIPTION MEMBERSHIPS	124	123	-1%		
Marina	BOAT LAUNCHES	7,323	7,599	4%		
	REGATTA COMPETITORS	4,975	4,631	-7%		One fewer regatta was hosted
	BOAT RENTALS	6,409	6,573	3%		
Park Operation	FEE PAYING NON-JURISDICTION VEHICLES	7,197	9,049	26%		
	PICNIC SHELTER & PAVILION RENTALS	643	624	-3%		
	PARK ACTIVITY PARTICIPANTS ⁴	75,445	80,140	6%		
Programs & Tours	HISTORIC SITE TOUR ATTENDEES	3,879	4,472	15%		
	PROGRAM PARTICIPANTS ⁵	55,632	65,121	17%		

1. Nightly rentals include campsites, cabins and cottages
 2. Catered events include non-NOVA Parks events either catered by Great Blue Heron Catering or a pass-through fee was charged
 3. Event admissions include cars for Festival of Lights and individual admissions for Winter Walk of Lights, Ice & Lights and Temple Hall Farm Pumpkin Patch

4. Park activities include mini golf, batting cage, and Climb UPton participants and party participants
 5. Program participants include attendees of all staff-led public programs, including camps, historic and environmental education and learn to shoot