




# The Data Driven Recreation Experience





State Parks across the Nation, much like National Parks, have seen significant increases in visitors over the past 2 years, yet the experience leading up to the visit, at the park, and after departure has largely remained the same. A hodgepodge of different channels and vendors with varying degrees of usability and accessibility have exacerbated the already existing staffing shortages and the lack of funding for maintenance and capital improvements.

We believe that there is a better way – for both the visitors and Park staff – and we are excited to share our vision for Outdoor Recreation with you. To bring our vision to life data is key. Not in the form of after-the-fact reports, but instead as a real-time management tool to assist Park staff and Agency leadership to design better experiences – online and in-person.

# Not either or

Today's experience is bifurcated – one digital experience and one, separate analog experience.

This leads to

Inconsistent visitor experiences

Increased staff time

Reduced revenue

Creating a sustainable and predictable model will require the integration of digital and analog experiences into a consistent whole. Data helps us uncover the underlying trends, opportunities for integration, areas of potential risk and levers for execution.

# Both and

Tomorrow's experience is integrated – one consistent experience across digital and analog channels that takes each individual visitors' preferences and situation into account.

That means

Offering payment solutions for banked and un/under-banked individuals alike

Providing reservation access through digital & analog channels

Empowering individuals with disabilities through technology & programming

Enhancing safety & security through IoT enabled devices

Broadening Interpretive Programs through AR/VAR-enhanced curriculum

Expanding merchandising & rental options to be inclusive

Reassessing & reconfiguring campsite inventory to cater to a broader constituency

# Data Driven Transformation

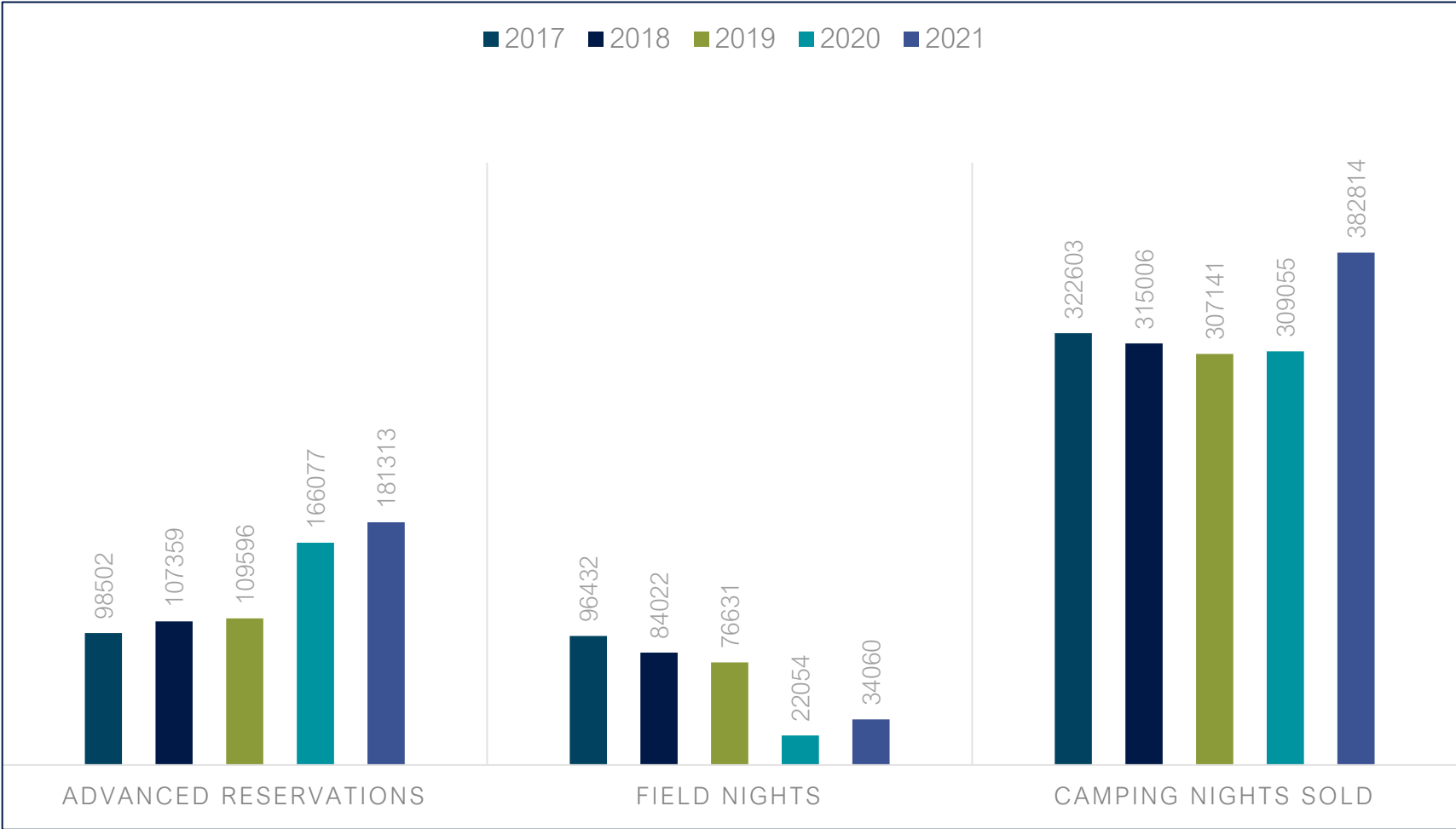
**Data is at the core of this transformation.**

Data allows us to see correlation and causation across a multitude of metrics, which enhances our ability to make high-quality decisions that drive sustainable visitor volumes, maximize conservation funding, provide great experiences and create safe and welcoming environments for all.

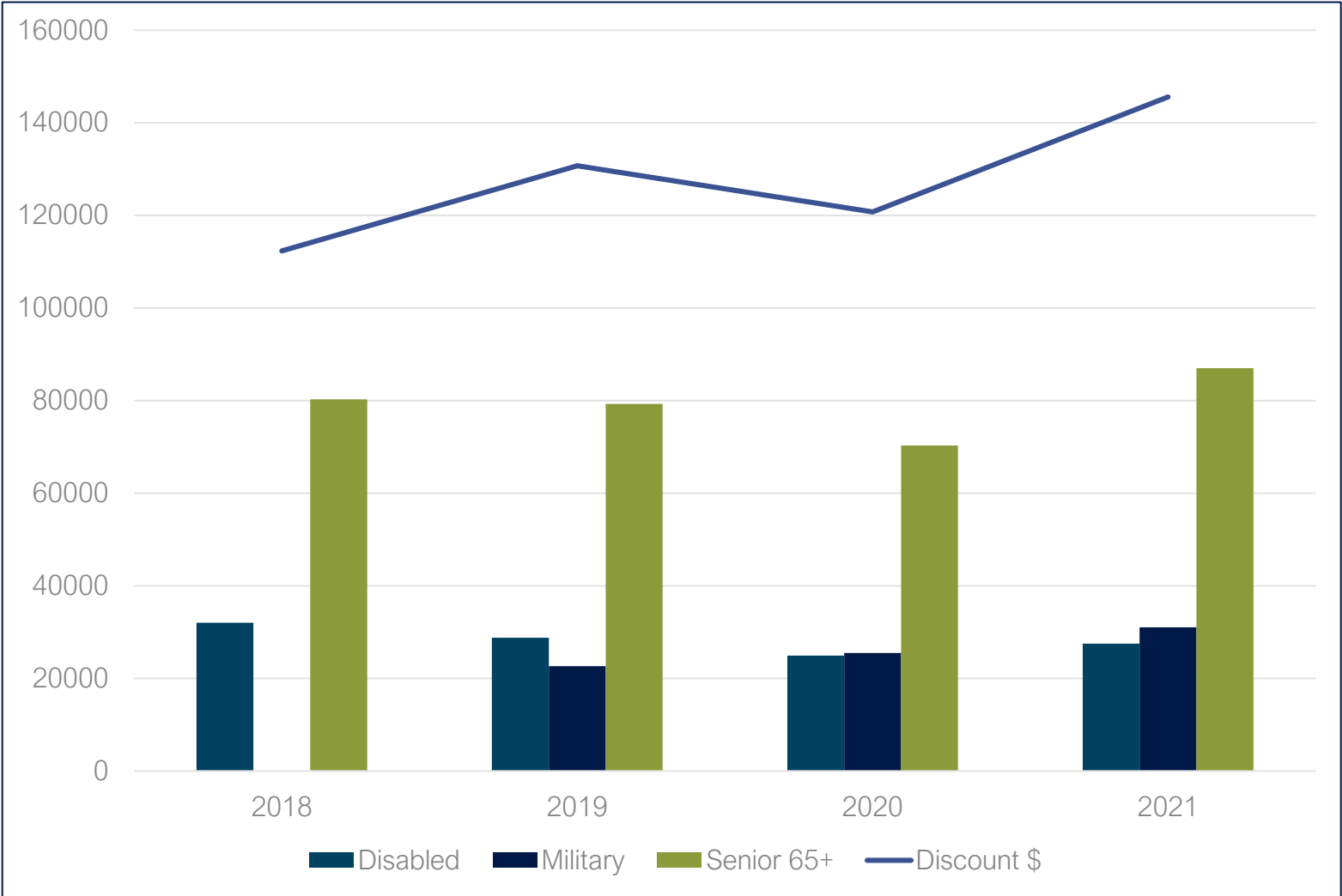
A photograph of four hikers standing on a rocky mountain peak at sunset. The hikers are silhouetted against the bright orange and yellow sky. They are wearing backpacks and winter gear. The foreground shows large, dark rocks. The background features a valley with winding roads and distant mountains under a clear sky.

# Examples

# Example 1 – Impact of Advanced Reservations



# Example 2 – Impact of Discounts





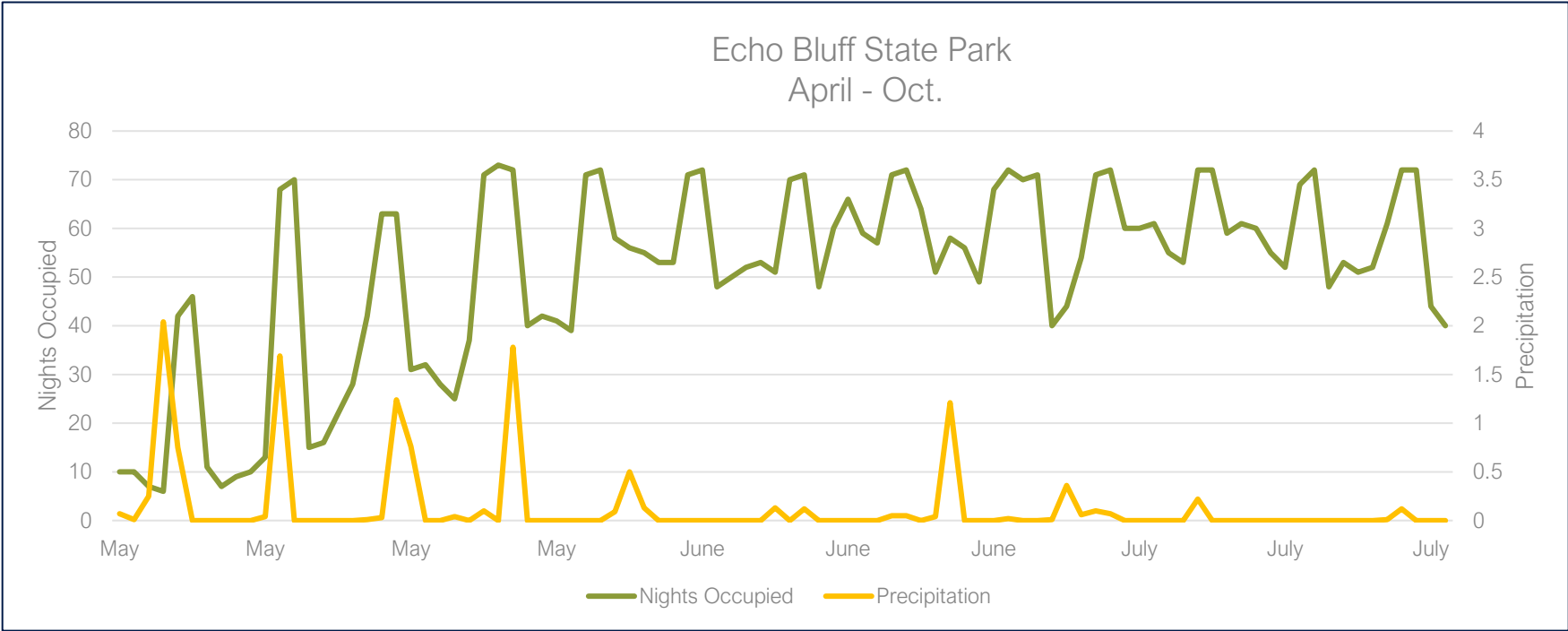
# Rev PAU (per available unit)

## RevPAU NEW

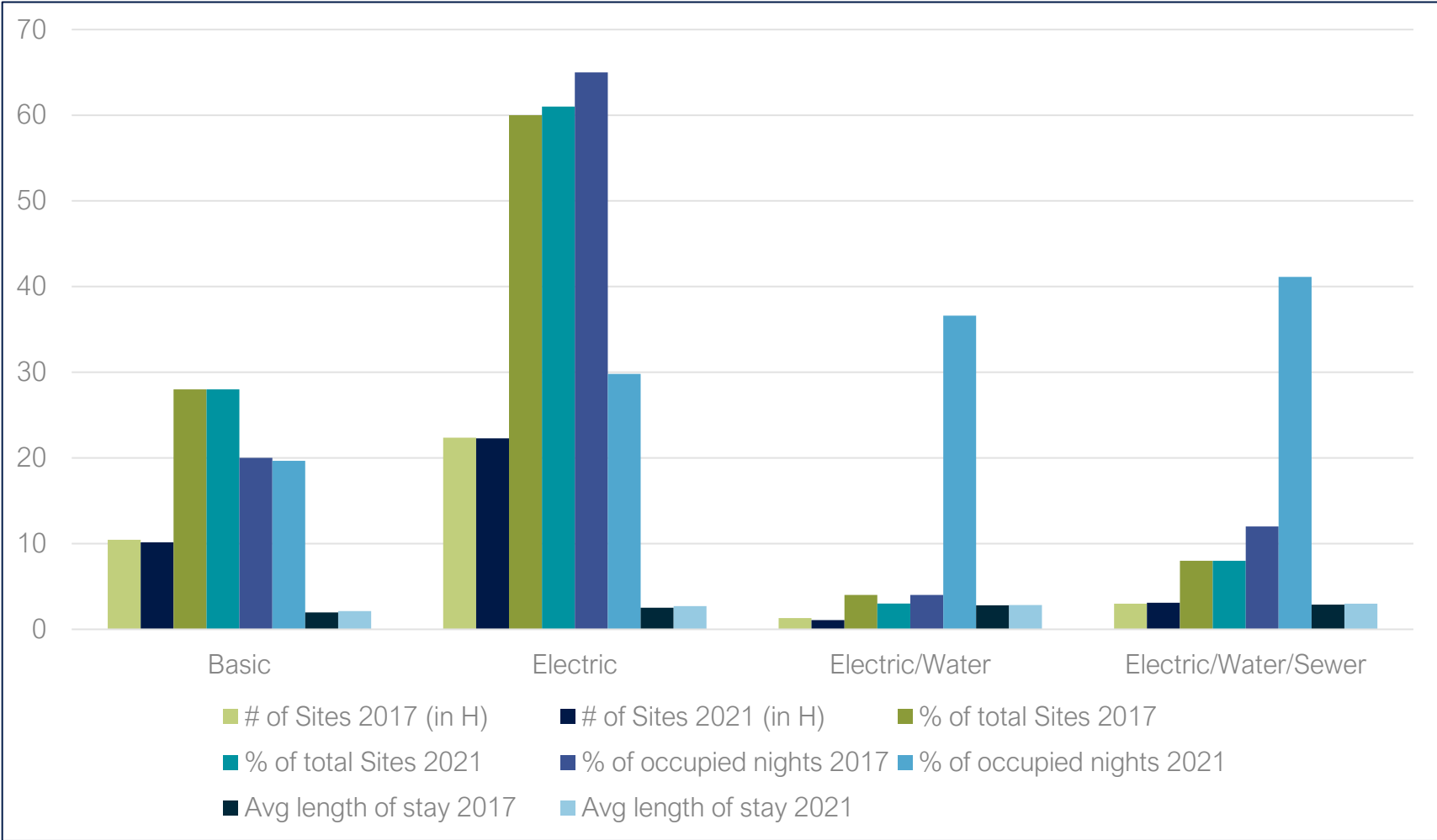
unit_type_name	start_time / WD/WE														Avg. Price	
	2017															
	April		Q2 May		June		July		Q3 August		September		Q4 October			
	WD	WE	WD	WE	WD	WE	WD	WE	WD	WE	WD	WE	WD	WE		
Basic	\$0.92	\$3.75	\$2.48	\$7.78	\$2.80	\$9.11	\$2.56	\$7.40	\$2.58	\$7.72	\$2.03	\$8.02	\$1.42	\$6.57		
Camper Cabin	\$17.27	\$70.05	\$32.25	\$65.11	\$61.46	\$72.34	\$66.17	\$74.26	\$51.50	\$74.27	\$24.58	\$74.33	\$24.93	\$72.81		
Electric	\$3.12	\$10.04	\$5.59	\$15.44	\$7.37	\$17.91	\$7.87	\$17.02	\$5.77	\$15.95	\$5.52	\$16.83	\$5.67	\$15.81		
Electric Premium	\$2.92	\$9.62	\$5.96	\$16.16	\$8.05	\$18.97	\$8.95	\$18.60	\$6.17	\$17.46	\$5.15	\$17.52	\$5.56	\$16.90		
Electric/Water	\$0.77	\$2.02	\$2.36	\$10.03	\$2.64	\$13.84	\$7.48	\$20.87	\$3.37	\$11.14	\$2.81	\$10.99	\$2.04	\$10.60		
Electric/Water Premium	\$3.79	\$18.60	\$6.80	\$21.35	\$11.62	\$24.11	\$14.70	\$24.07	\$9.39	\$22.75	\$5.59	\$22.91	\$6.74	\$22.88		
Equestrian Basic	\$1.28	\$2.52	\$0.66	\$3.23	\$0.55	\$4.38	\$0.35	\$2.05	\$0.48	\$2.17	\$0.55	\$3.28	\$0.30	\$2.09		
Equestrian Elec/Wtr Premium	\$3.30	\$8.52	\$3.74	\$14.94	\$12.28	\$23.90	\$16.41	\$24.37	\$8.15	\$24.83	\$3.38	\$20.57	\$4.60	\$19.87		
Equestrian Electric	\$1.16	\$5.95	\$3.04	\$12.31	\$3.77	\$12.78	\$2.23	\$8.52	\$1.81	\$10.59	\$2.26	\$11.96	\$1.71	\$11.88		
Equestrian Electric Premium	\$0.00	\$0.00	\$0.00	\$11.50	\$0.00	\$7.44	\$0.52	\$1.28	\$0.50	\$2.88	\$1.15	\$6.90	\$0.50	\$11.25		
Equestrian Sewer/Elec/Wtr P..	\$6.24	\$7.00	\$0.00	\$0.00	\$0.00	\$0.00	\$4.10	\$6.59	\$1.17	\$6.88	\$0.00	\$0.00	\$0.00	\$0.00		
Family Basic	\$1.02	\$6.11	\$2.92	\$13.08	\$2.75	\$16.42	\$3.51	\$13.62	\$2.78	\$11.23	\$1.93	\$12.79	\$1.33	\$11.06		
Family Electric	\$2.82	\$13.28	\$6.58	\$27.22	\$10.17	\$33.99	\$14.35	\$32.97	\$5.18	\$28.44	\$5.51	\$29.15	\$5.13	\$26.49		
Family Electric Premium	\$2.62	\$13.18	\$7.45	\$26.34	\$12.34	\$36.38	\$14.34	\$35.24	\$6.73	\$29.83	\$5.98	\$28.67	\$5.64	\$31.40		
Family Electric/Water	\$0.00	\$0.00	\$0.00	\$0.00			\$18.09	\$35.11	\$3.48	\$20.00	\$2.00	\$12.00	\$6.00	\$5.00		
Family Electric/Water Premiu..	\$1.32	\$38.93	\$14.29	\$39.00	\$10.00	\$47.11	\$22.50	\$49.89	\$16.22	\$49.75	\$6.20	\$49.56	\$6.52	\$43.50		
Family Sewer/Elec/Wtr Premi..	\$11.00	\$43.11	\$20.53	\$55.50	\$48.00	\$56.00	\$37.73	\$55.33	\$19.22	\$55.50	\$24.80	\$50.20	\$38.78	\$55.00		
Group Tenting Area	\$1.14	\$46.43	\$17.33	\$48.75	\$4.13	\$62.59	\$14.77	\$65.00	\$14.13	\$65.00	\$4.33	\$65.00	\$3.77	\$51.46		
Lake House	\$0.00	\$66.67	\$52.00	\$150.00	\$41.67	\$83.33	\$45.45	\$150.00	\$43.48	\$93.75	\$23.53	\$120.00	\$16.30	\$112.50		
Outpost Cabin	\$22.78	\$55.00	\$21.96	\$53.28	\$43.45	\$51.94	\$46.48	\$54.24	\$32.36	\$53.28	\$18.26	\$54.31	\$26.09	\$52.42		
Platform Tent Sites	\$2.62	\$11.07	\$7.30	\$14.00	\$10.00	\$20.04	\$7.29	\$14.57	\$5.61	\$20.64	\$3.62	\$19.91	\$4.28	\$17.65		
Premium Camper Cabins	\$6.96	\$36.10	\$17.34	\$87.03	\$31.07	\$85.77	\$61.92	\$82.44	\$39.25	\$90.00	\$21.36	\$85.38	\$25.43	\$80.16		
Premium Yurt			\$67.30	\$96.75	\$116.71	\$129.00	\$117.27	\$114.67	\$89.74	\$80.63	\$67.89	\$129.00	\$33.65	\$129.00		
Sewer/Elec/Wtr	\$5.94	\$10.15	\$6.22	\$8.50	\$8.02	\$10.95	\$7.96	\$9.72	\$8.24	\$10.64	\$8.24	\$11.05	\$8.06	\$10.93		
Sewer/Elec/Wtr Premium	\$9.05	\$18.65	\$11.98	\$21.20	\$17.22	\$22.81	\$17.87	\$23.01	\$13.55	\$22.58	\$13.37	\$22.77	\$13.53	\$22.79		
Walk-in	\$1.03	\$4.93	\$2.85	\$8.19	\$4.49	\$9.86	\$3.74	\$9.23	\$2.66	\$9.22	\$1.81	\$9.93	\$1.56	\$8.21		
Yurt	\$23.21	\$45.83	\$29.19	\$49.84	\$44.64	\$51.94	\$45.28	\$55.00	\$31.77	\$55.00	\$20.78	\$49.50	\$25.00	\$51.56		

Average of Price broken down by start\_time Year, start\_time Quarter, start\_time Month and WD/WE vs. unit\_type\_name. Color shows average of Price. The marks are labeled by average of Price. The data is filtered on Blocked, start\_time, place\_name and facility\_name. The Blocked filter keeps False. The start\_time filter ranges from 4/1/2017 12:00:00 AM to 10/31/2017 12:00:00 AM. The place\_name filter keeps 42 of 42 members. The facility\_name filter keeps 79 of 79 members. The view is filtered on unit\_type\_name and WD/WE. The unit\_type\_name filter keeps 27 of 27 members. The WD/WE filter keeps WD and WE.

# Example 3 – Risk Management

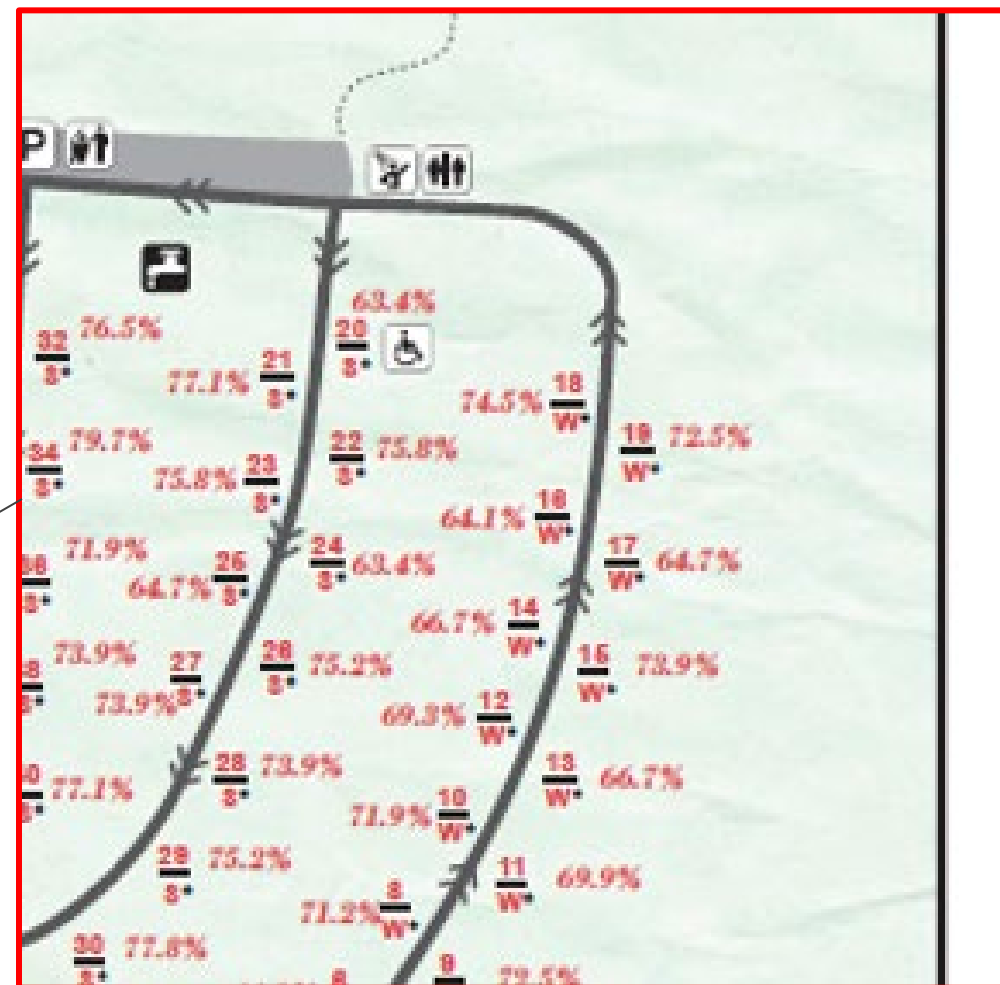
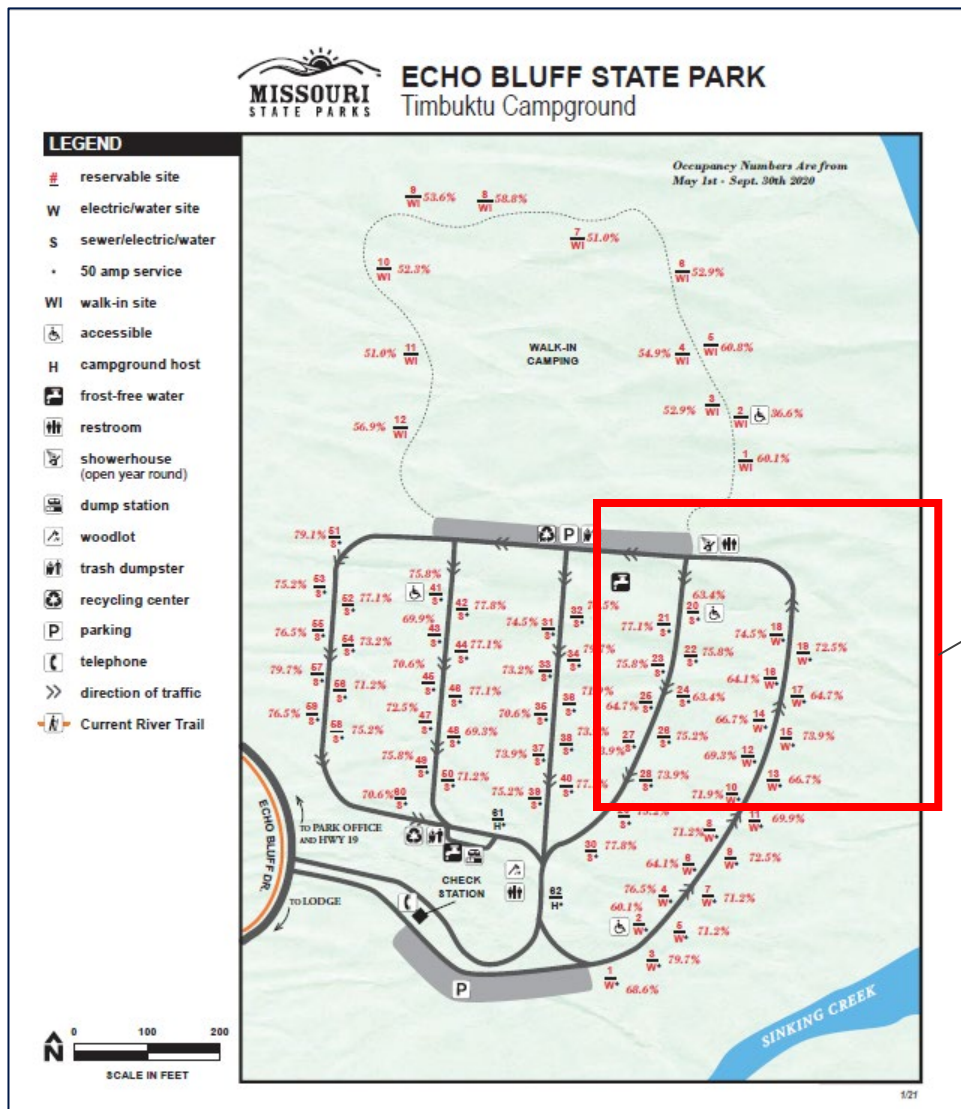


# Example 4 – Trends in Utilization

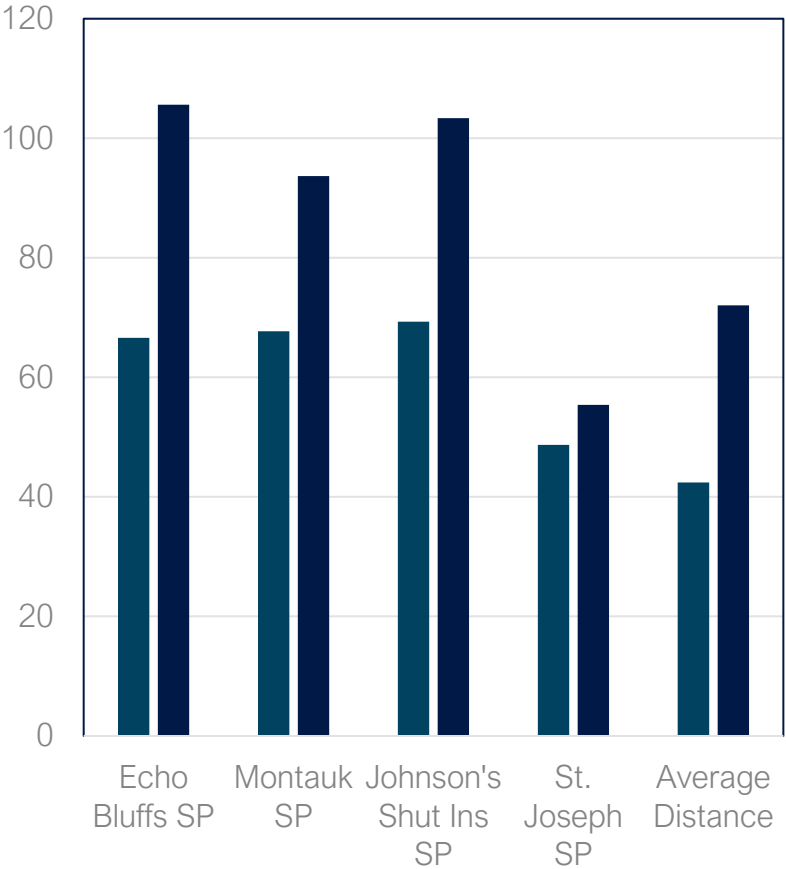
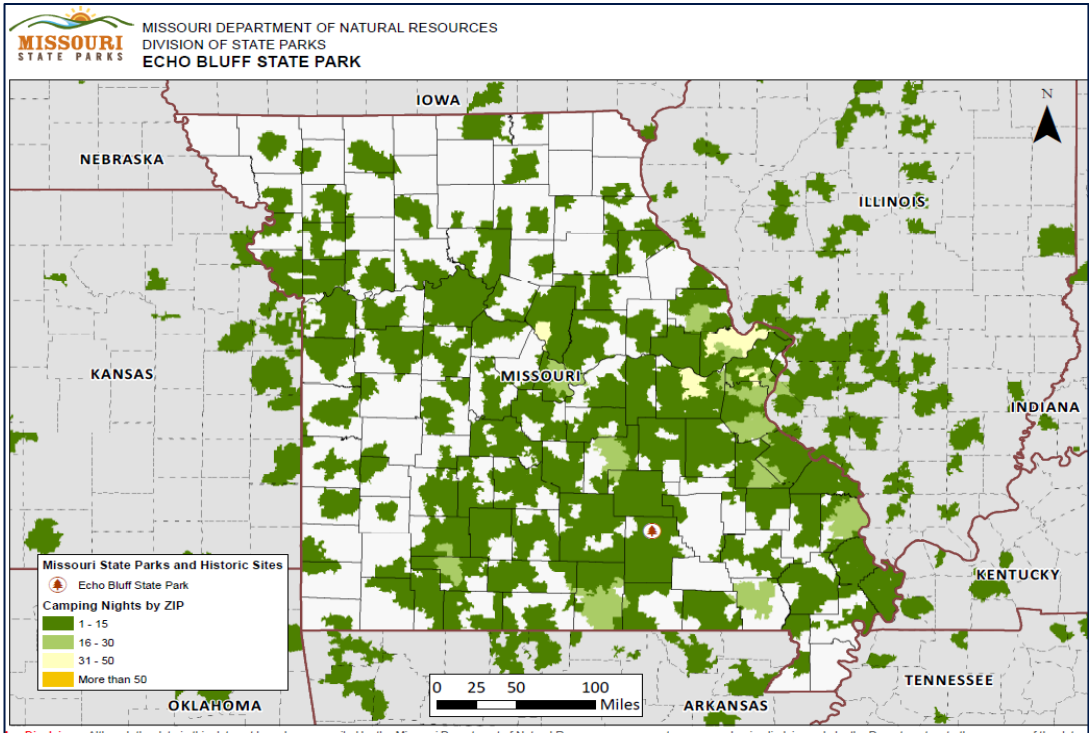




# Occupancy Map – Campground Design

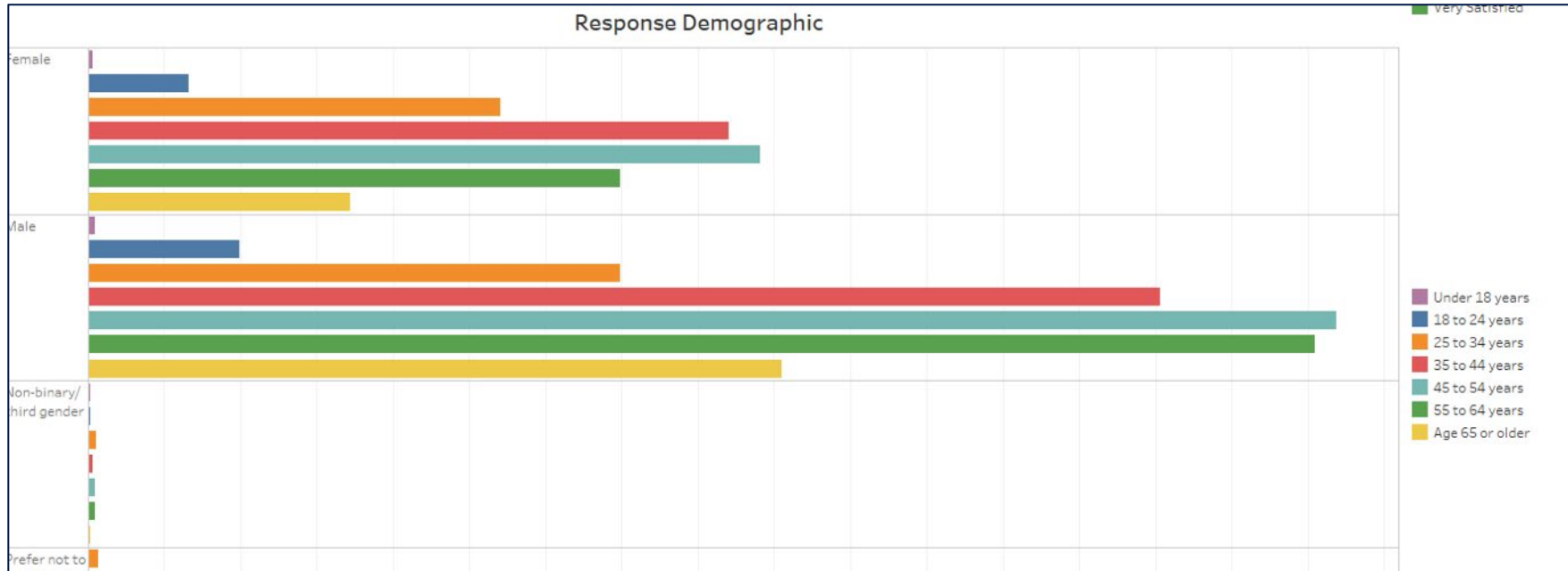


# Example 5 – Understanding your visitors



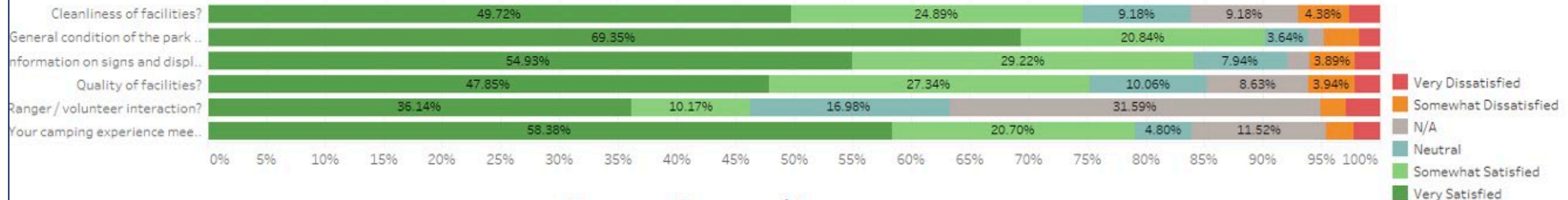
■ Distance Travelled 2017 ■ Distance Travelled 2021

# Visitor Satisfaction



## Visitor Satisfaction (Surveyed from 1/04/2017 to 31/03/2018)

During your visit, how satisfied were you with...





# Example 6 – Impact of Data on Funding



## Montauk State Park CAMPGROUND UPGRADE PROJECT

Montauk State Park is one of the highest occupied campgrounds in the Missouri State Parks system (See Example A). This proposed project would provide an additional 32 campsites with sewer/electric/water available to meet customer demand. Similar campsites at Bennett Spring State Park average 88% occupancy from May to September and we anticipate the proposed campground at Montauk to meet or exceed those occupancy numbers.

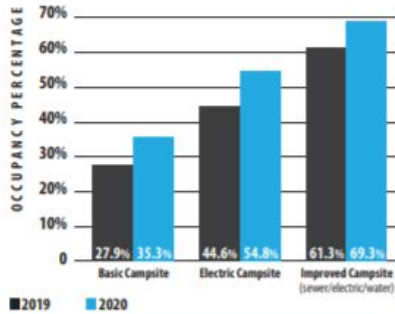
This project consists of 32 campsites (including one campground host site) that offer 50-amp electrical service as well as hook-ups for sewer and water. A small showerhouse is included in the project. The annual revenue for this new campground loop is estimated to be \$247,000 (See Example B) with an anticipated payback slightly over eight years. Revenue is estimated using current sewer/electric/water rates and the average occupancy of a comparable sewer/electric/water campground loop at Bennett Spring State Park.

Cost of the proposed campground is estimated at \$2,131,000 (See Example C). The campground would have a lifespan of approximately 40 years. Plans for this project were originally completed in 2015 and the project can go to bid as soon as revenue bonds are issued. Cost estimates are based on the 2015 design, with an additional 4% increase in cost to account for inflation and a 5% contingency.

### A. WHY PURSUE THIS PROJECT?

State park visitors continue to request additional campsites and increased campsite amenities. User data shows that campsites with these amenities have the highest occupancy and visitors stay longer. In response to user demand and age of existing infrastructure, the project is expected to be well-received and attractive to park visitors, while providing revenue opportunities to the park.

The graph below reflects percentage of nights occupied by site type. Information is based on sites available on more than 300,000 nights sold and approximately 1 million overnight guests.



The map below is a portion of Montauk State Park's campground map, depicting the average percentage of occupancy per site for May through Sept. of 2020.



### B. WHAT IS THE REVENUE THAT WILL BE GENERATED BY THESE IMPROVEMENTS?

Campsites offering 50-amp electric, sewer and water connections rent for \$37 a night. The new campsites will generate \$247,000 annually.

CALCULATION FOR APPROXIMATE ADDITIONAL REVENUE	
Number of Renovated Campsites	31*
Rate Per Night	\$37
Average Annual Revenue Generated	\$247,006
<b>TOTAL APPROXIMATE REVENUE GENERATED</b>	<b>\$247,006</b>

\*Construction will include a campground host site, which does not generate revenue.

### C. WHAT IS THE COST OF THESE IMPROVEMENTS?

Campground renovation projects with full hookup average \$55,000 per campsite. This includes the total cost of water, sewer, roads and electrical service.

ESTIMATED COSTS TO RENOVATE A CAMPGROUND TO IMPROVED, FULL HOOK-UP SITES	
Construct 32 Campsites	\$1,960,372
Design and Bidding	\$82,395
15% Contingency	\$88,217
<b>TOTAL PROJECT COST</b>	<b>\$2,130,984</b>





Thank You