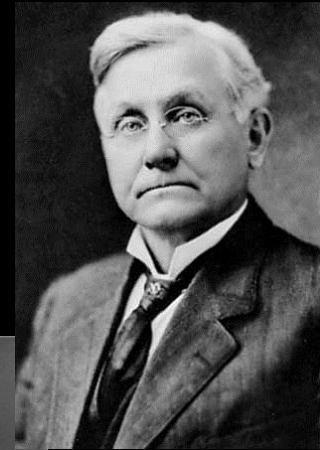




Market Driven Practices State Park and Historic Site Operations



Great Icons to Learn From



COURTESY: HARPO INC.



COURTESY: MARY KAY INC.



Conrad Hilton

*Branded Quality
Hospitality*



COURTESY: HARPO INC.

Oprah Winfrey

*Connects to Americans
so strongly to influence
their behavior*



Walt Disney

*Created one of the
world's most memorable
and coveted experiences
for families*



COURTESY: MARY KAY INC.

May Kay Ash

*Made every employee the
image of her empire*



Asa Griggs Candler

*Established a product as
an icon for an industry*

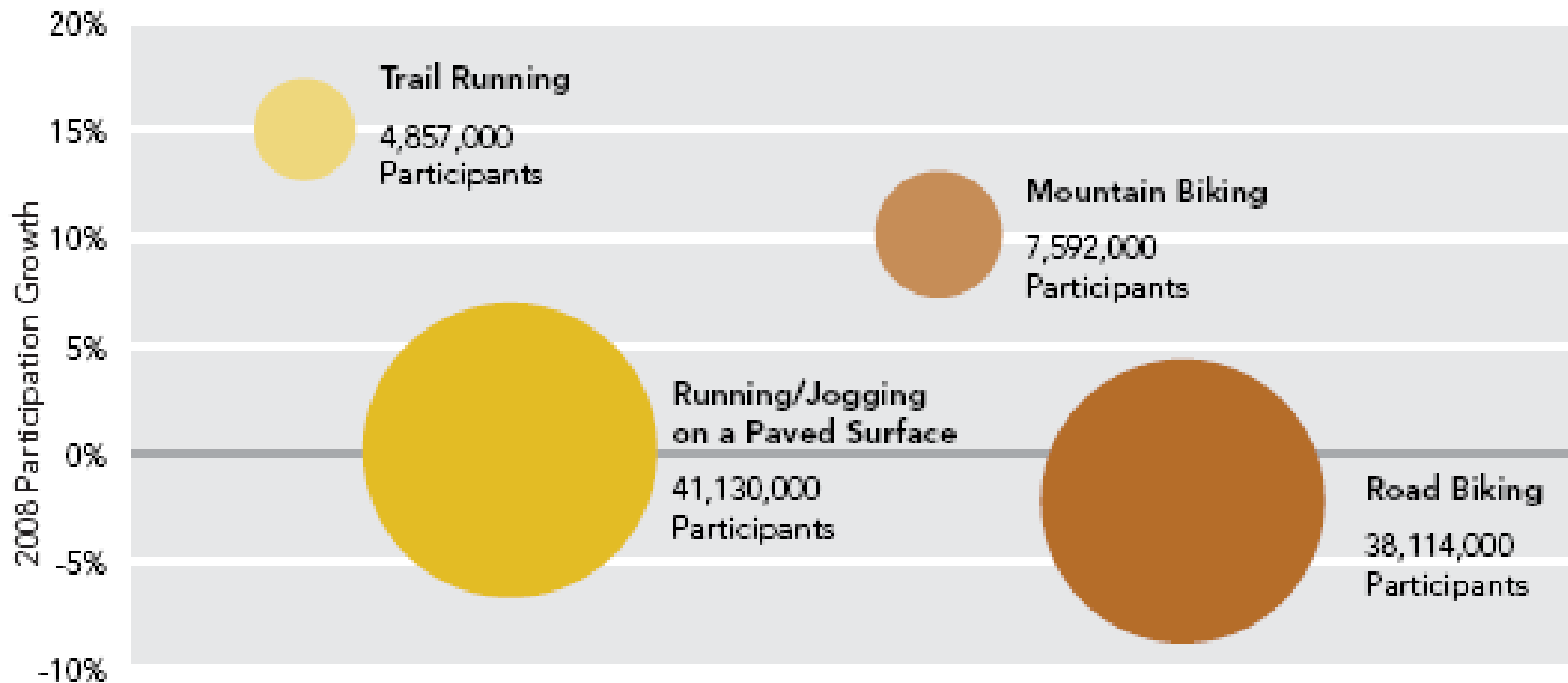
Trends in Outdoor Recreation

- ◆ **48.6% of Americans ages 6+ participated in 2008**
- ◆ **Backpacking, mountain biking, and trail running participation increased significantly in 2008 – 19%, 10.2%, and 15.2%**
- ◆ **Participation by youth ages 6 to 17 in outdoor recreation decreased by 6% in 2008**



Trends in Outdoor Recreation

Nature and Urban-Based Outdoor Activities All Americans, Ages 6 and Older



State Parks and Historic Sites

Market Driven Practices – Looking Externally

- What does the “business” of our operations depend on?
- Who is our “market”?
- Where are our opportunities?
- When / how do we pursue them?



State Parks and Historic Sites

Market Driven Practices – Looking Externally

- What does the “business” of our operations depend on?



Volume



Diversity

State Parks and Historic Sites

Market Driven Practices – Looking Externally

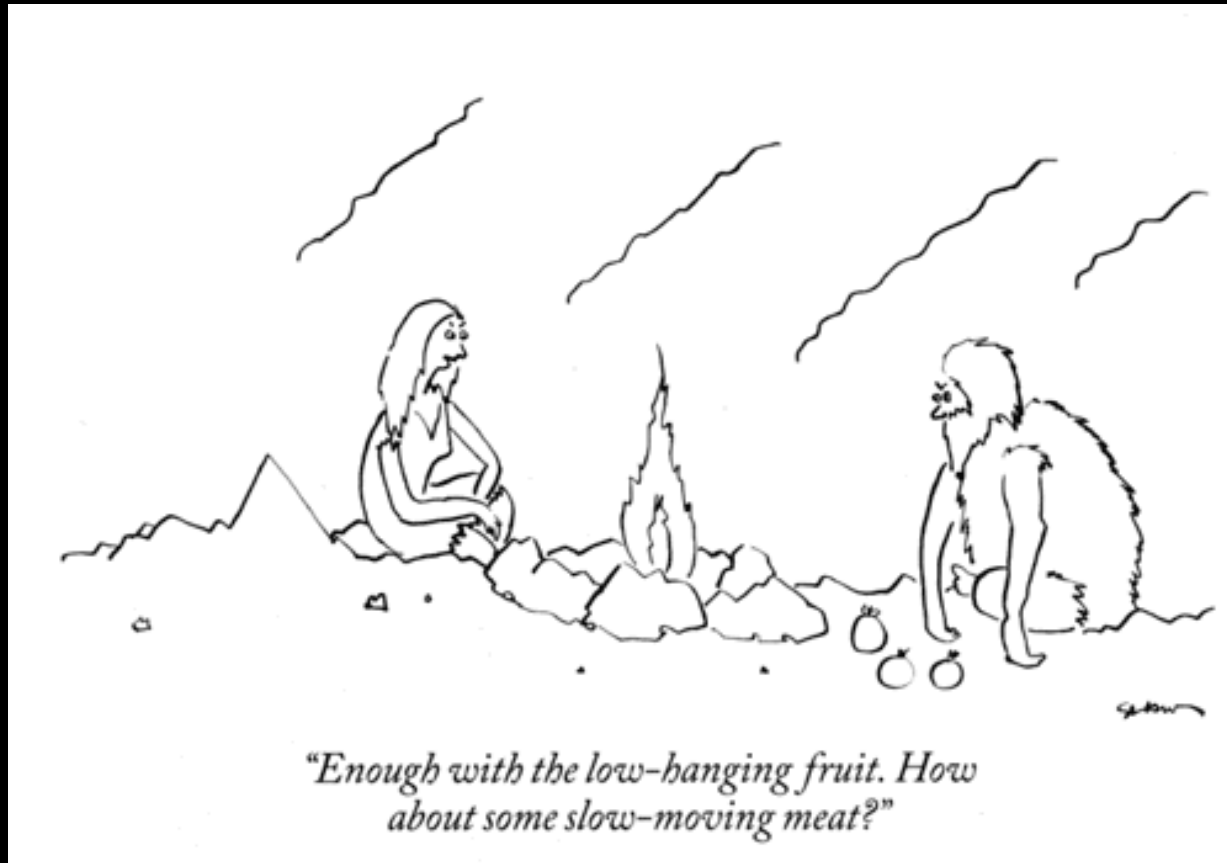
- Who is our “market”?



State Parks and Historic Sites

Market Driven Practices – Looking Externally

- Where are our opportunities?



State Parks and Historic Sites

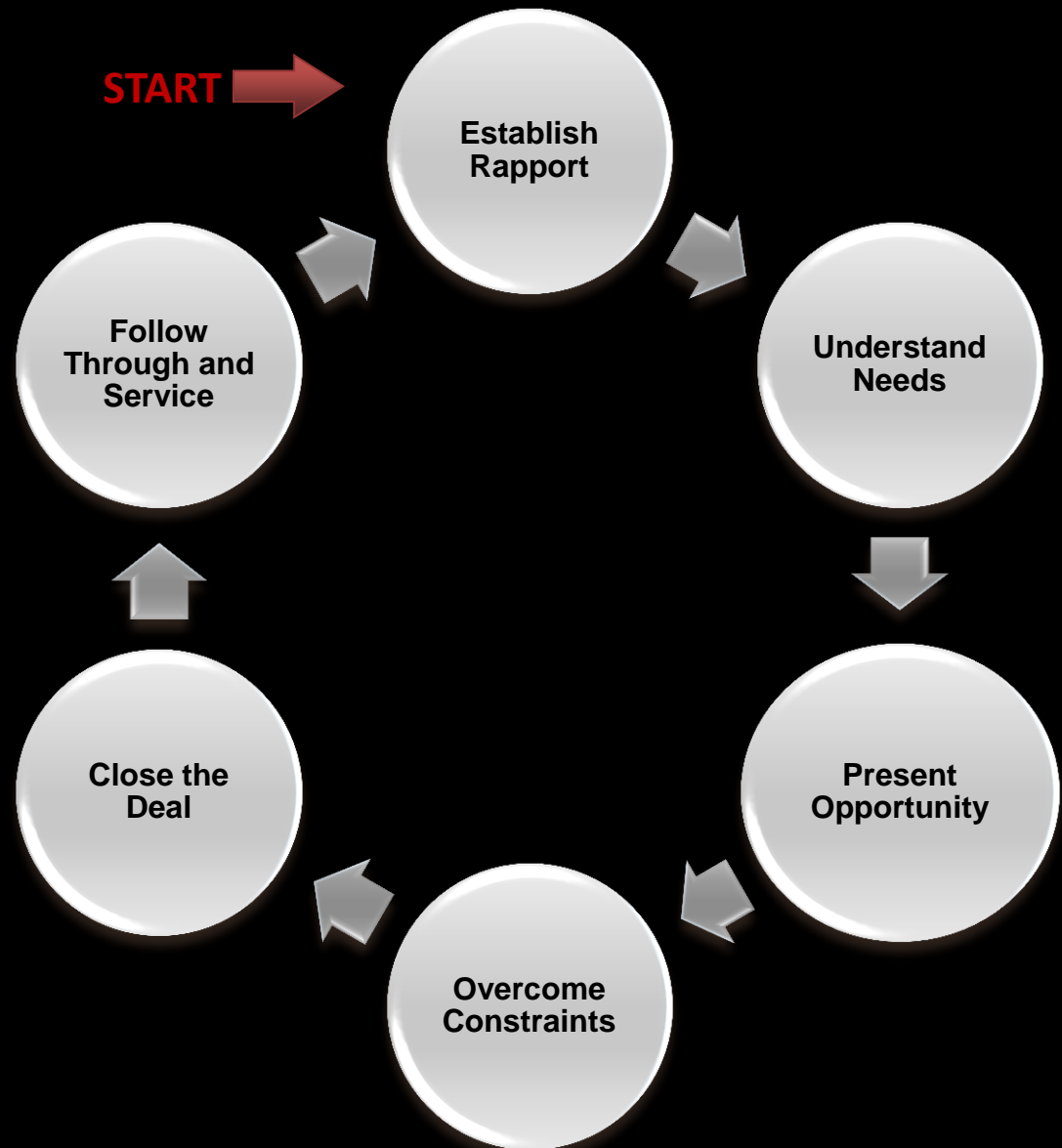
Market Driven Practices – Looking Externally

- When / how do we pursue them?



Converting Contact to Sales

Sell Benefits...
not Features



State Park Marketing Strategies

State Parks - Arkansas State Parks - Arkansas Tourism - State Park - Windows Internet Explorer

http://www.arkansasstateparks.com/

arkansas state parks

Google Search

Share Sidewiki Check Translate AutoFill

arkansas state parks

Sign In


State Parks - Arkansas State Parks - Arkansas Tourism

State Parks - Arkansas State Parks - Arkansas Tourism

Enter keyword(s) here... SEARCH

The State Parks of Arkansas - The Natural State

Park Finder Camping, Cabins & Lodging Things To Do Meetings, Reunions & Weddings Trip Ideas News Education



VIEW VIDEO PHOTO INFO

Adventure Parks Mountain Parks History Parks Lake & River Parks

Fun family vacations begin with a visit to Arkansas's State Parks.
The 52 state parks offer a wide diversity of facilities and outdoor offerings for your family.

Special Notices

Book Online

Vacation & Getaway Packages

Gift Certificates

News Signup

State Parks and Historic Sites

Market Driven Practices – Looking Internally

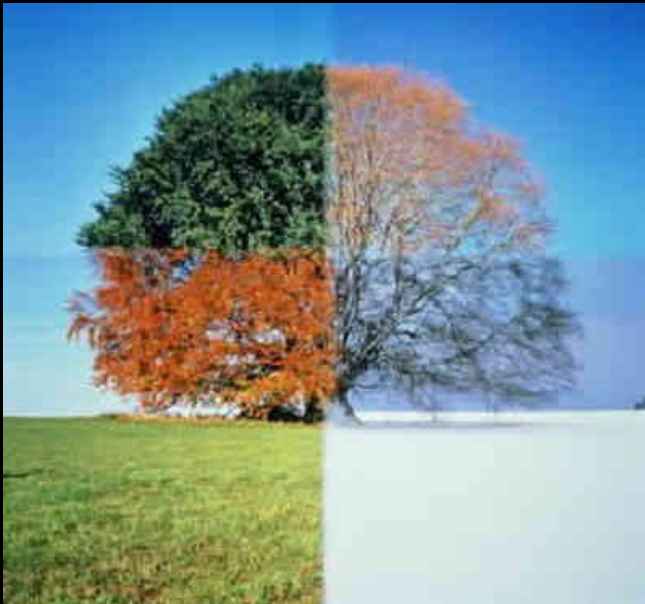
- What is the nature of our business?
- How can we improve the business performance of our operations?
- Where are our opportunities?
- When / how do we pursue them?



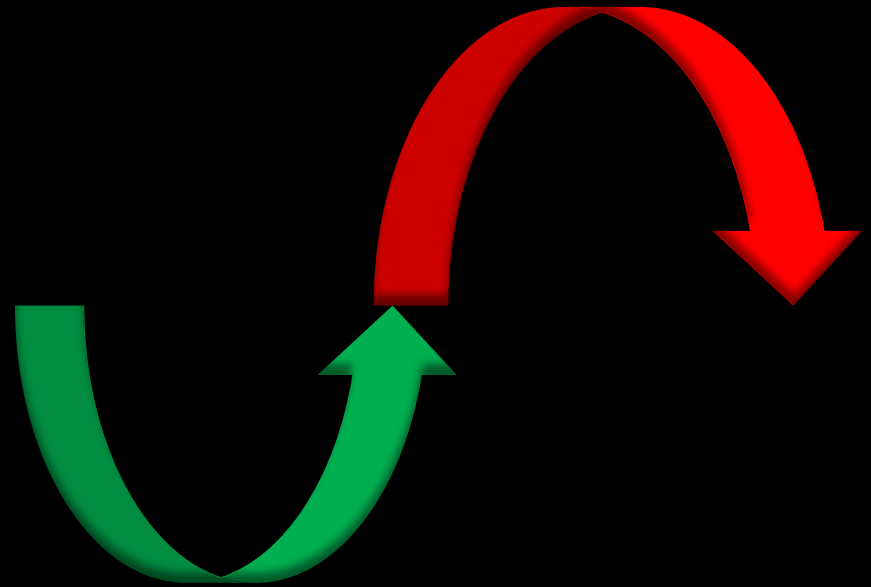
State Parks and Historic Sites

Market Driven Practices – Looking Internally

- What is the nature of our business?



Highly Seasonal



Predictable Variability

State Parks and Historic Sites

Market Driven Practices – Looking Internally

- How can we improve the business performance of our operations?
 - Manage costs more aggressively
 - Efficiency is equally or more important than being exhaustive
 - Outcomes are more important than effort
 - Stay ahead of the curve and not behind it
 - Know your business
 - For whom, for what purpose, for what benefit, for what cost?

State Parks and Historic Sites

Market Driven Practices – Looking Internally

- How can we improve the business performance of our operations?



State Parks and Historic Sites

Market Driven Practices – Looking Internally

- Where are our opportunities?



State Parks and Historic Sites

Market Driven Practices – Looking Internally

- When / how do we pursue them?



Direction 2015

Discussion

