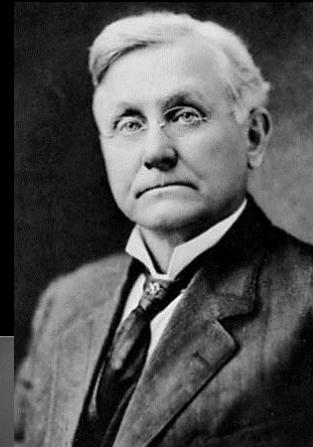




# Market Driven Practices State Park and Historic Site Operations



# Great Icons to Learn From





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*



## May Kay Ash

*Made every employee the  
image of her empire*

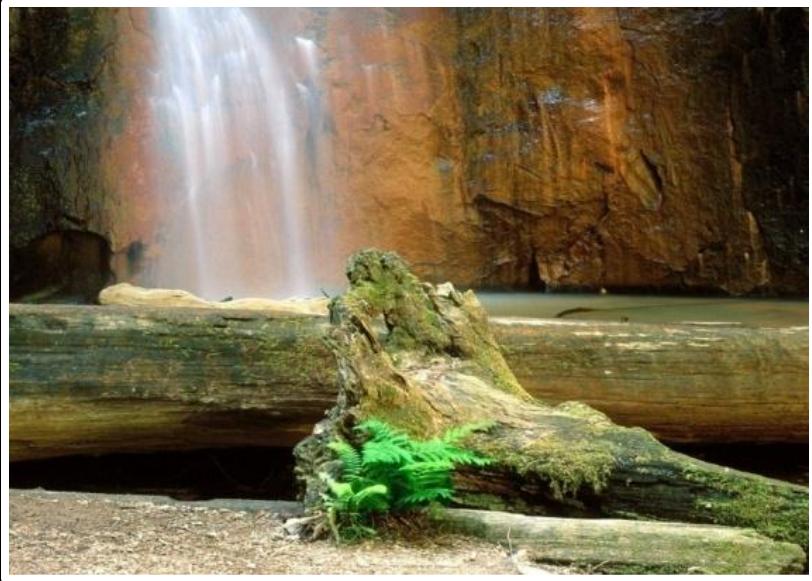


## Asa Griggs Candler

*Established a product as  
an icon for an industry*

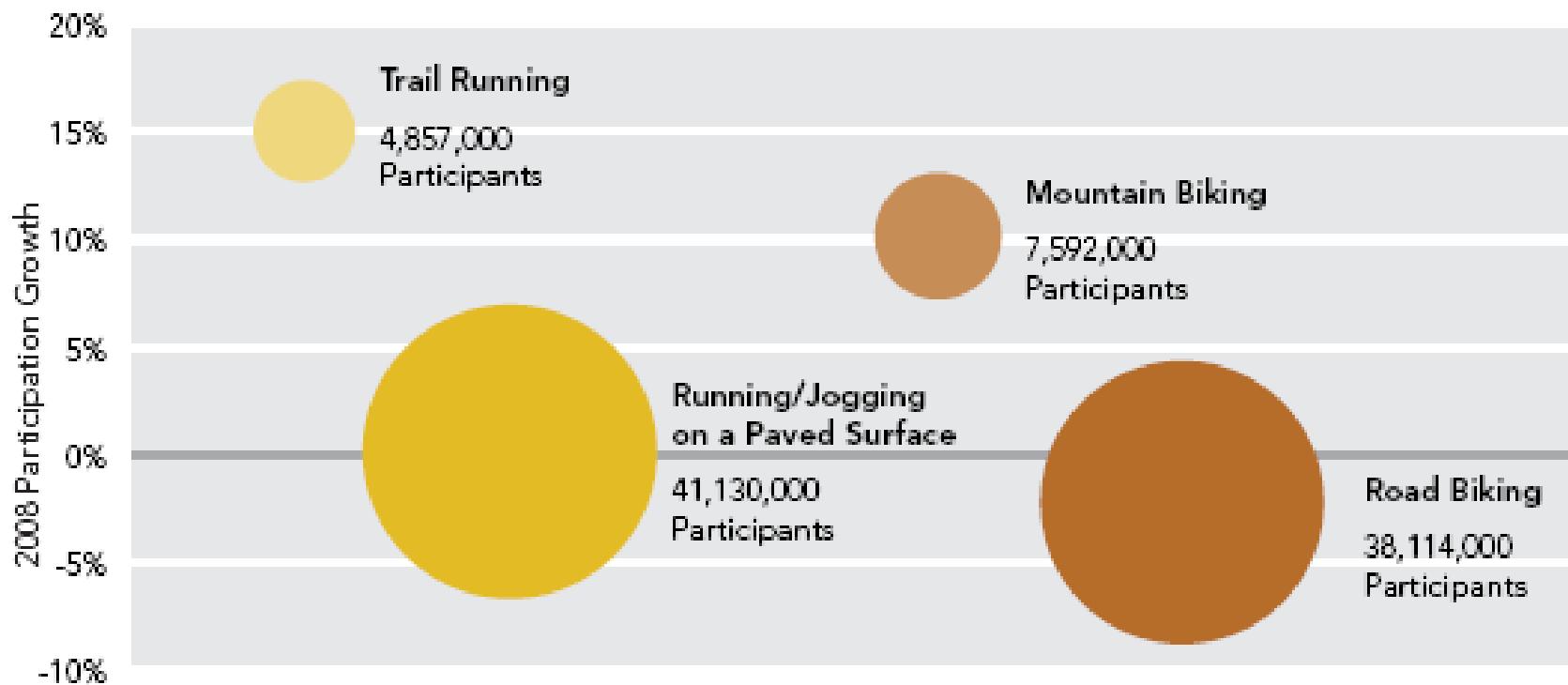
# Trends in Outdoor Recreation

- ♦ **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

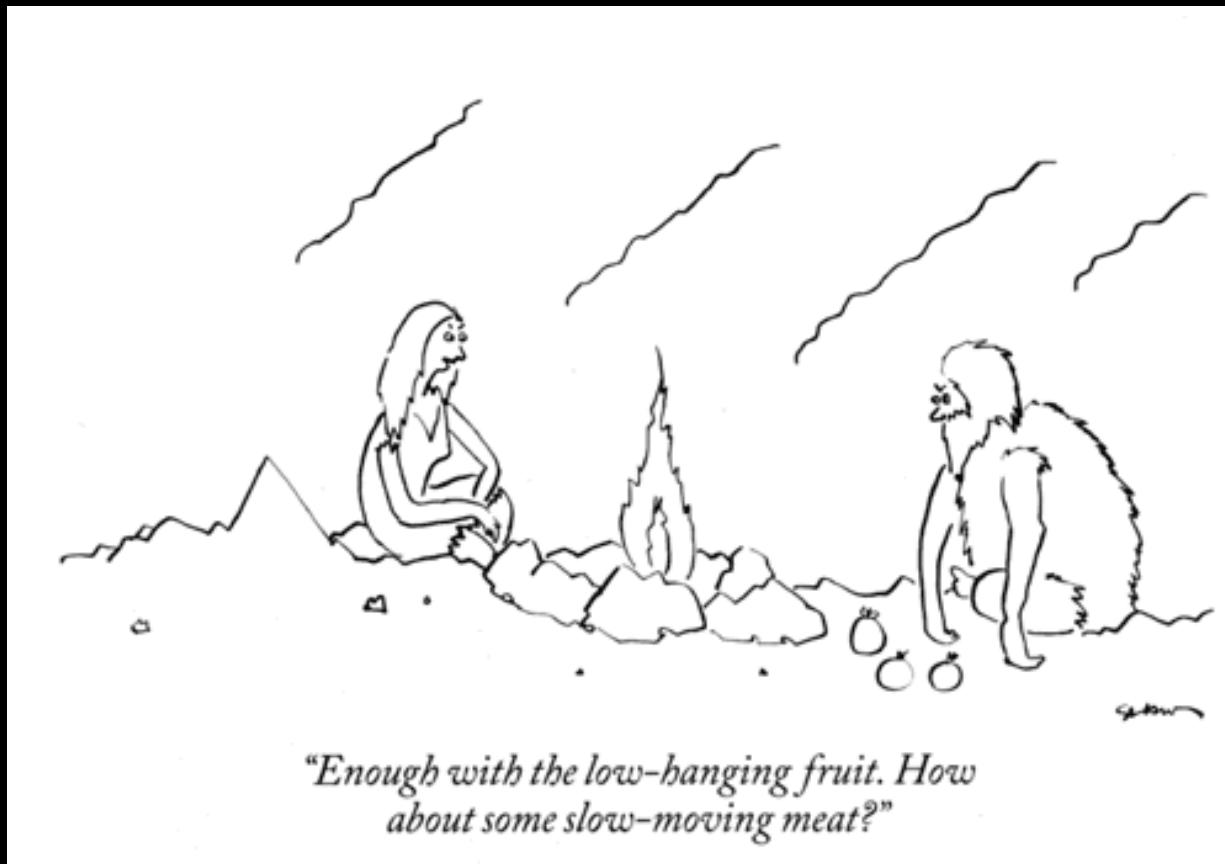
- Who is our “market”?



# State Parks and Historic Sites

## Market Driven Practices – Looking Externally

- Where are our opportunities?



# State Parks and Historic Sites

## Market Driven Practices – Looking Externally

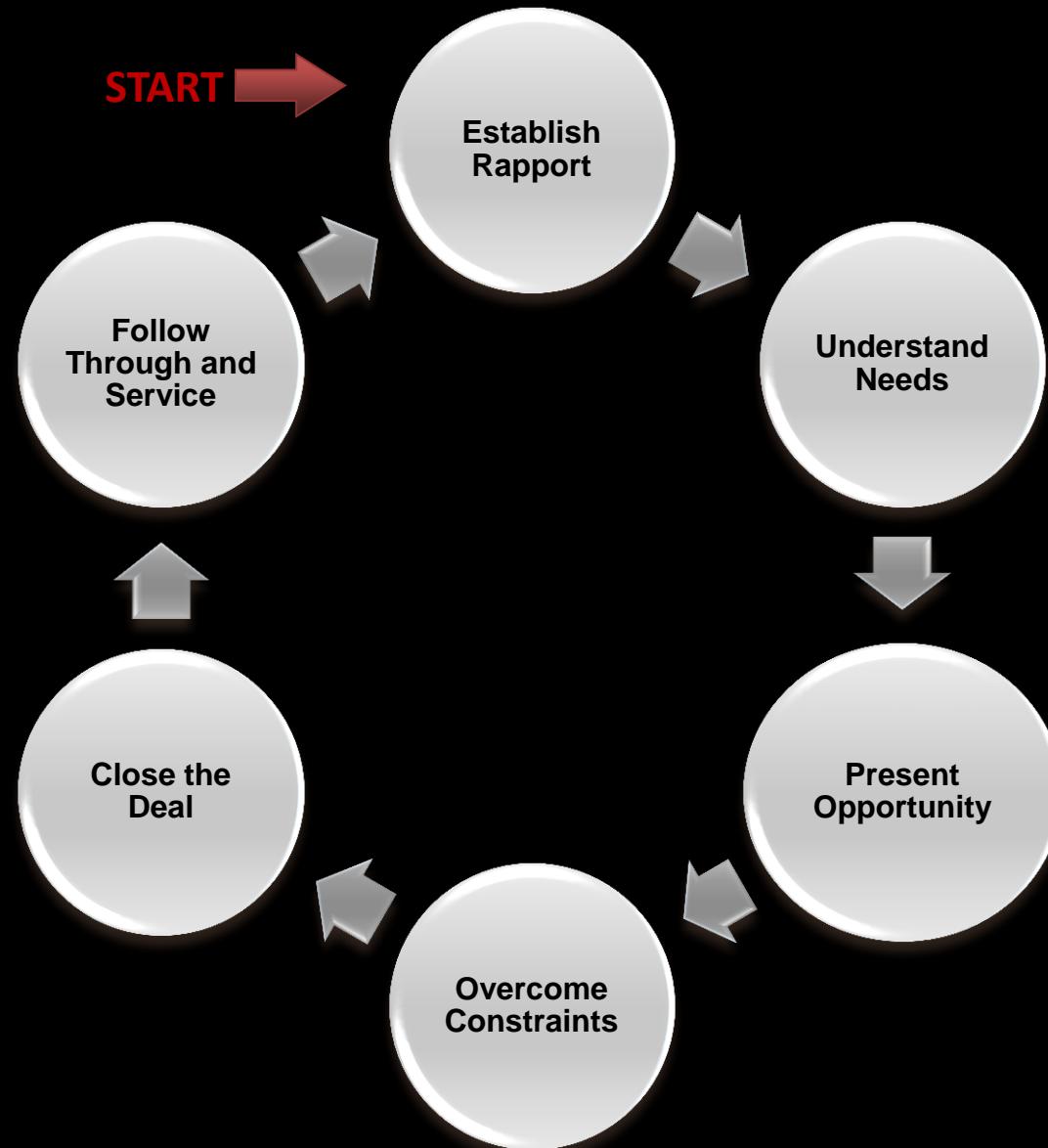
- When / how do we pursue them?



# Converting Contact to Sales

**Sell Benefits...**

**not Features**



# State Park Marketing Strategies

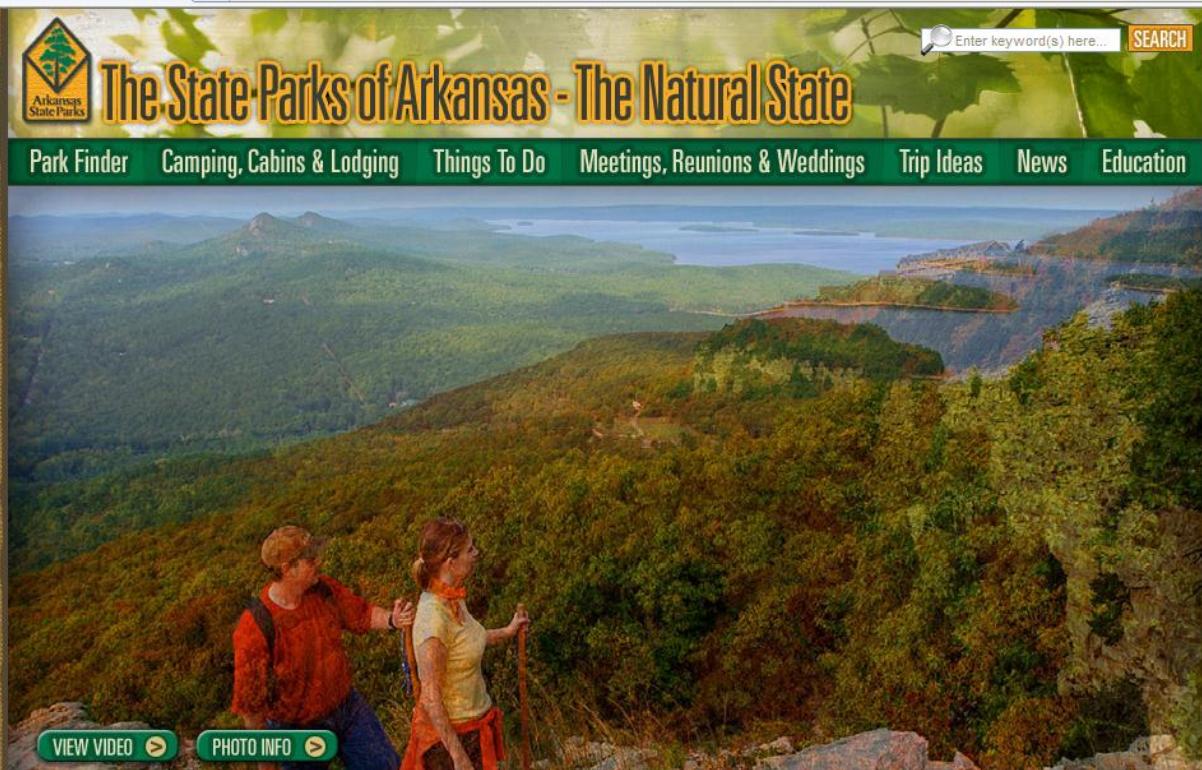
State Parks - Arkansas State Parks - Arkansas Tourism - State Park - Windows Internet Explorer

http://www.arkansasstateparks.com/ arkansas state parks

Google arkansas state parks

Favorites Web Slice Gallery Games at Miniclip.com

State Parks - Arkansas State Parks - Arkansas Touris...



## Special Notices

Book Online

Vacation & Getaway Packages

Gift Certificates

News Signup

# **State Parks and Historic Sites**

## **Market Driven Practices – Looking Internally**

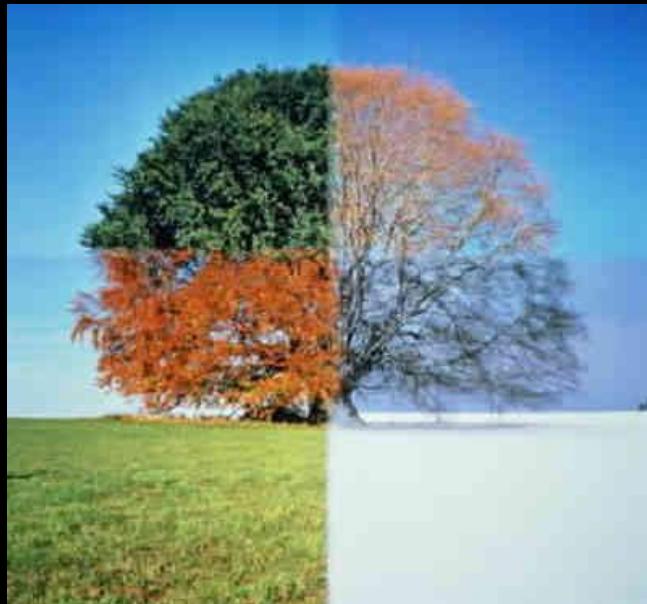
- **What is the nature of our business?**
- **How can we improve the business performance of our operations?**
- **Where are our opportunities?**
- **When / how do we pursue them?**



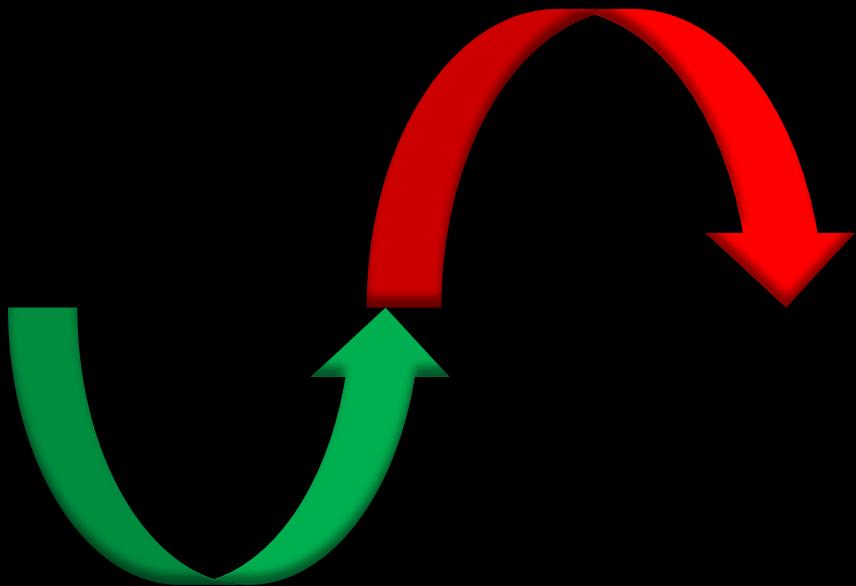
# State Parks and Historic Sites

## 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?

Facility Management

Core

Key Support

Value Added Services

Land Management

Core

Key Support

Value Added Services

Program Management

Core

Key Support

Value Added Services

Administration

Core

Key Support

Value Added Services

# State Parks and Historic Sites

## Market Driven Practices – Looking Internally

- When / how do we pursue them?



Direction 2015

# Discussion

