Roman Nose State Park

Guided Hikes

Marketing Plan Proposal

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**I. Introduction**

The Roman Nose State Park located near Watonga, Oklahoma is known to have several activities and amenities available to the public. Some of these activities include golfing, swimming, horseback riding, camping, hiking, fishing, and much more. Although some activities are seasonal, the park is open year-round. The park is interested in increasing the number of people that visit the park.

**II. Executive Summary**

**Description of Project**

The proposed project would be to hold guided hikes on a regular basis. Monthly guided hiking tours of the park could be held for those visiting the park for the first time or those who want a more guided experience. These guided hikes can be scheduled by visitors as well. A hiking club or group can be created for people interested in hiking regularly with others who enjoy the activity. Also, marathon-like events can be held for a cause or fundraiser for a group or organization.This plan should be fairly easy to implement, though it may be difficult to find guides or volunteers who are readily available and working around people’s schedules.

**III. Marketing Goals and Objectives**

**Opportunity for Growth**

The overall goal Roman Nose State Park strives to achieve is to increase the number of visitors to the park. The Park has plenty of opportunities to grow and become a well-visited park. One of the activities the Park can expand on is hiking. Hiking is an enjoyable outdoor activity that combines fitness and the great outdoors. The park can see an increase in the number of visitors if they held monthly guided hiking tours. Visitors can have the opportunity to schedule their own guided hikes as well.

**IV. Marketing Strategy**

**Product Strategy**

From a guided hiking tour visitors will be able to:

* Visit and experience more places around the park than hiking on their own
* Learn about the park’s history and cultural significance
* Witness the park’s natural attractions and wildlife

A guide will be able to answers the hiker’s questions, provide explanations, and lead the way. These hikes can be separated into categories such as exploration or health. Exploration hikes can be the most tour-like in which guides relate the history of the park and other stories to hikers. These hikes are all about learning and discovering new things. This type of hike would be suitable for families and first-time visitors. Hikes for health include physical and mental health. Fitness hikes can focus on exercise where hikers have a goal or challenge to accomplish. Hikes could also focus on meditation and relaxation. Stress levels decrease when participating in outdoor activities. A study on stress management for college students found that hiking helped the students with mindfulness and to identify their stressors (Morgan, 2017).

Roman Nose State Park has held hiking events in the past, like the Blood Moon Hike and Backcountry Hike. These events can be more successful with the creation of a hiking club. A hiking club could be organized to ensure a steady stream of participants. A Facebook group page can be created specifically for the club and to provide information about the hikes and keep members in the loop. Club meetings can be held in person if desired, on the day of the hike, either before or after the hike.

Another way to gain more visitors would be to hold events like marathons. These marathons or races can be held in honor of something or someone. Individuals and groups can register to participate in the hike for a cause they support.

**Promotion Strategy**

The guided hikes can be promoted through the use of posters, social media, the TravelOK website, and radio ads. Photos of the hiking trails and park scenery can be used on posters or social media posts. An example of a poster could include the following wording:

Roman Nose State Park is now offering guided hikes on a regular basis.

Visitors will be able to experience the stimulating trails, see the park’s natural wonders and wildlife, and learn more about its history. Guides are available to lead the way and assist you on your venture.

You can schedule a guided hike today or stop by the park’s office to get started.

Please contact Roman Nose State Park at (580) 623-7281 for more information.

**V. Marketing Implementation**

For this plan to be implemented, existing employees could double as guides or guides could be hired specifically for this purpose. Guides would need to be friendly and have extensive knowledge about the park, it would be best if they train on this. These hikes will require planning in advance and informing visitors about the supplies they will need to bring. The Park can survey people to determine how much interest there is in creating a hiking group. Those interested in this can be asked to provide their contact information and the time and days that work for them. Roman Nose State Park has the potential to gain many visitors with the addition of monthly guided hikes. The park can definitely flourish with the implementation of guided hikes on a regular-basis.

**References**

Morgan, B. M. (2017). Stress Management for College Students: An Experiential Multi-Modal Approach. Journal of Creativity in Mental Health, 12(3), 276–288.