



AMERICA'S
STATE
PARKS



2018 Midwest State Park Executives Conference

April 16-20 - Echo Bluff State Park



Floorboards and dashboards, analytics and analysis...
and the second century.

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4th of July duty, Myrtle Beach State Park.

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SOUTH CAROLINA
COME OUT
& PLAY
STATE PARKS

What's on your “dashboard”?



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Austin American-Statesman March 7, 2007

**State park visitors overstated
by millions, auditor says.**

Texas' state parks — already hurting for money and begging for more from the state's \$105 million annual sporting goods sales tax — have overestimated visitor numbers. ..

The 60-page audit report didn't blame any single person but rather an ongoing lack of specific management goals for individual parks...

The report "speaks for itself," State Auditor John Keel said.

Counting visits....

Texas



1993 - 25.3

2010 - 7.4

2016 - 8.8

South Carolina



12.

8.1

8.5



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“Comparing apples to apples... So how does North Carolina do it?”



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Bottom line...



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Making decisions....



If the data is not accurate, nothing the numbers are used for is accurate!

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Data Analytics is the discovery, interpretation, and communication of meaningful patterns in data. Especially valuable in areas rich with recorded information, analytics relies on the simultaneous application of statistics, computer programming and operations research to quantify performance.

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Back home...



Revenue / Expenses

- Occupancy rates
- RevPAR *calculated by multiplying a average daily room rate (ADR) by its occupancy rate.*
- Dynamic pricing.

ROI Return on investment

Making decisions.... Based on your dashboard

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Overthinking it?



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Next Steps...

TRAINING &
EDUCATION

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See you in the parks!

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