

Camping and Lodging Reservation Data

History of Reservation System (CRS)

- 2003
 - 50% of sites offered electricity
 - 70% of sites were reservable
 - Only one 100%
 - 36 facilities offered reservations
 - Camping only
 - Dacsoft reservation provider
 - 44,621 advanced reservations
- 2005
 - Park operated lodging brought onto system
 - ReservIT reservation provider
 - 57,781 advanced reservations
- 2008
 - 8 facilities 100% reservable
 - InfoSpherix reservation provider
 - 59,810 advanced reservations
- 2009
 - Field application launched – all FCFS sales
 - Active Network reservation provider
 - 60,407 advanced reservations
 - 73,605 field nights
- 2010
 - POS brought onto system
 - 60,701 advanced reservations
 - 113,072 field nights
- 2011
 - Cash Drawer Management/Local bank deposits now in system
 - 57,359 advanced reservations
 - 104,559 field nights
- 2013
 - 8 facilities went to differential pricing
 - USeDirect reservation provider
 - 62,485 advanced reservations
 - 94,232 field nights

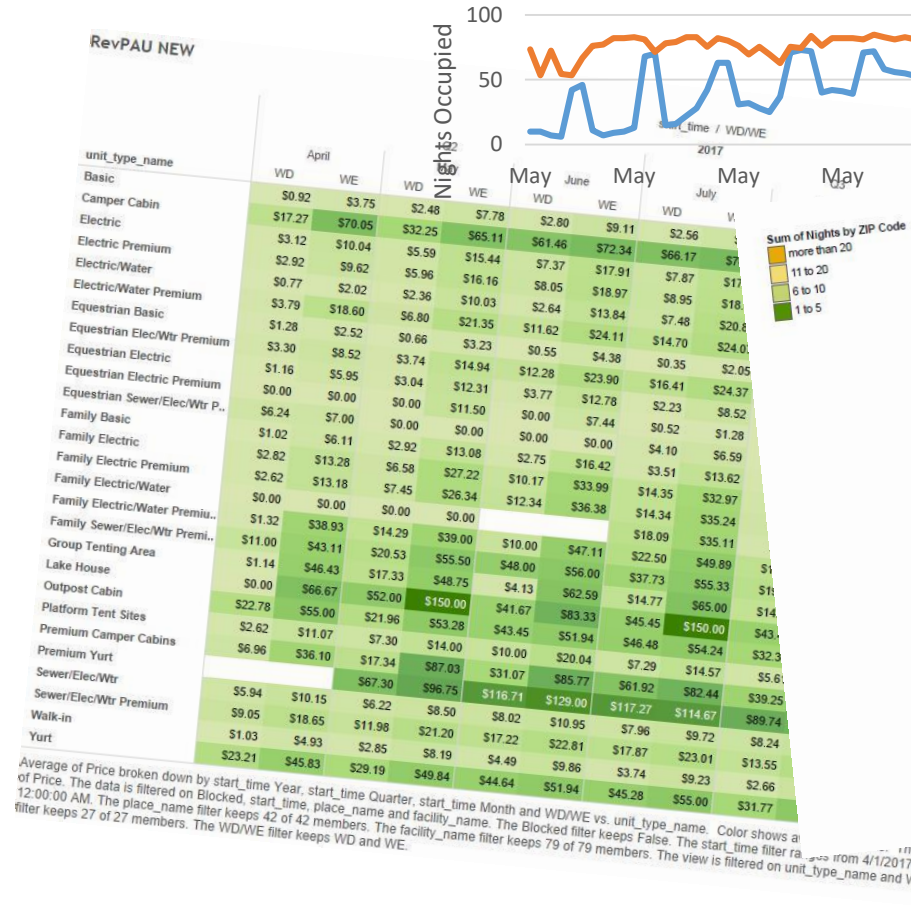
Reservation System Now (RS2)



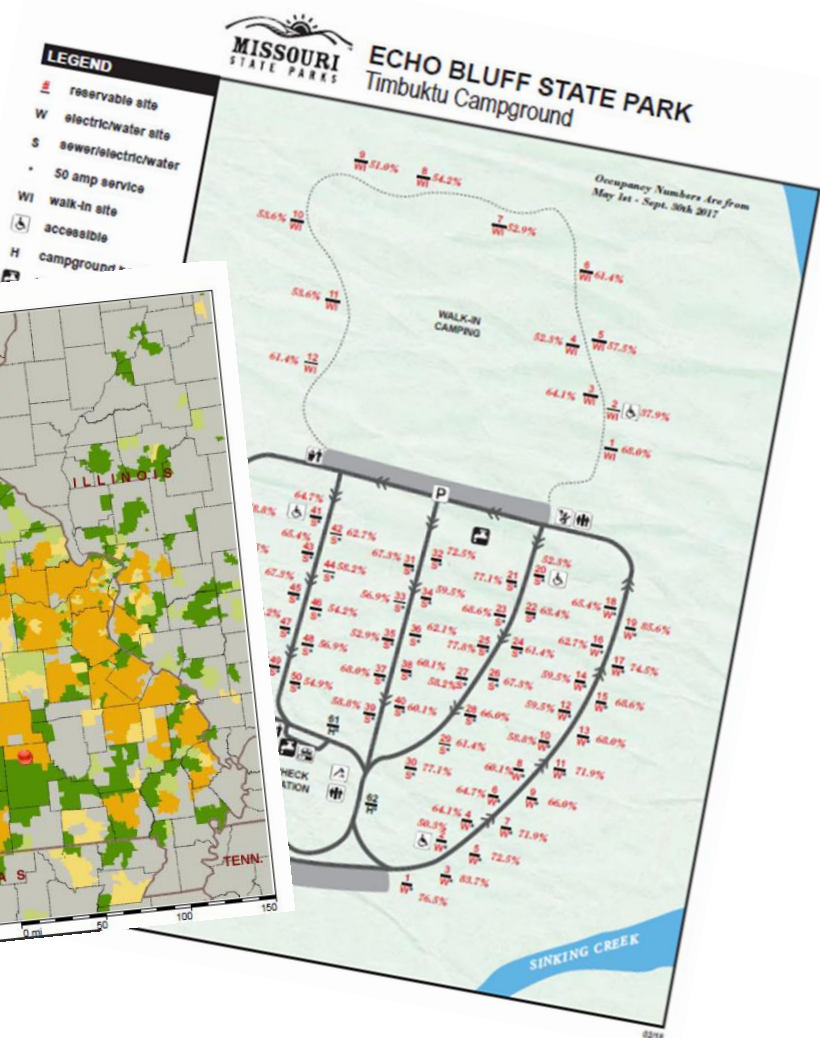
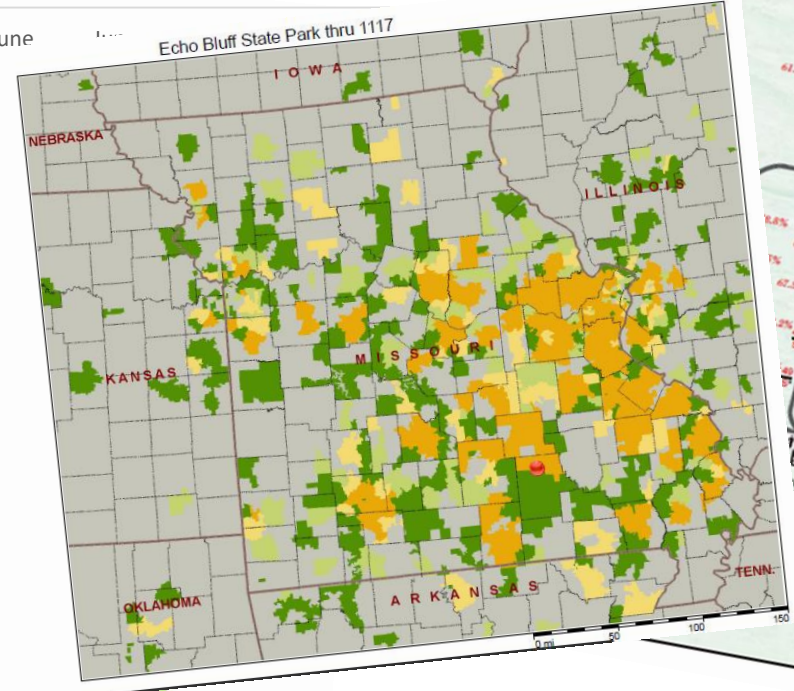
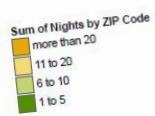
- 84% of sites are reservable
- 38 facilities offer reservations
- 72% of our 3,709 campsites offer electricity
- ALL monies run through the RS2 and interface into the State's accounting system
- 2017 – 98,502 advanced reservations and 95,441 field nights
 - 322,603 Camping Nights in 2017
- 2018 – NEW online store

Reservation Data Used as Management Tool

Echo Bluff State Park
April - Oct. 2017



unit_type_name	April		May		June		July	
	WD	WE	WD	WE	WD	WE	WD	WE
Basic	\$0.92	\$3.75	\$2.48	\$7.78	\$2.80	\$9.11	\$2.56	\$7.78
Camper Cabin	\$17.27	\$70.05	\$32.25	\$65.11	\$61.46	\$72.34	\$66.17	\$7.78
Electric	\$3.12	\$10.04	\$5.59	\$15.44	\$7.37	\$17.91	\$7.87	\$17.91
Electric Premium	\$2.92	\$9.62	\$5.96	\$16.16	\$8.05	\$18.97	\$8.95	\$18.97
Electric/Water	\$0.77	\$2.02	\$2.36	\$10.03	\$2.64	\$13.84	\$7.48	\$18.97
Electric/Water Premium	\$3.79	\$18.60	\$6.80	\$21.35	\$11.62	\$24.11	\$14.70	\$24.11
Equestrian Basic	\$1.28	\$2.52	\$0.66	\$3.23	\$0.55	\$4.38	\$0.35	\$2.05
Equestrian Elec/Wtr Premium	\$3.30	\$8.52	\$3.74	\$14.94	\$12.28	\$23.90	\$16.41	\$24.37
Equestrian Electric	\$1.16	\$5.95	\$3.04	\$12.31	\$3.77	\$12.78	\$2.23	\$8.52
Equestrian Electric Premium	\$0.00	\$0.00	\$0.00	\$11.50	\$0.00	\$7.44	\$0.52	\$1.28
Equestrian Sewer/Elec/Wtr P..	\$6.24	\$7.00	\$0.00	\$0.00	\$0.00	\$0.00	\$4.10	\$6.59
Family Basic	\$1.02	\$6.11	\$2.92	\$13.08	\$2.75	\$16.42	\$3.51	\$13.62
Family Electric	\$2.82	\$13.28	\$6.58	\$27.22	\$10.17	\$33.99	\$14.35	\$32.97
Family Electric Premium	\$2.62	\$13.18	\$7.45	\$26.34	\$12.34	\$36.38	\$14.34	\$35.24
Family Electric/Water	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$18.09	\$35.11
Family Electric/Water Premium	\$1.32	\$38.93	\$14.29	\$39.00	\$10.00	\$47.11	\$22.50	\$49.89
Family Sewer/Elec/Wtr Premi..	\$11.00	\$43.11	\$20.53	\$55.50	\$48.00	\$56.00	\$37.73	\$55.33
Group Tenting Area	\$1.14	\$46.43	\$17.33	\$48.75	\$4.13	\$62.59	\$14.77	\$65.00
Lake House	\$0.00	\$66.67	\$52.00	\$150.00	\$41.67	\$83.33	\$45.45	\$150.00
Outpost Cabin	\$22.78	\$55.00	\$21.96	\$53.28	\$43.45	\$51.94	\$46.48	\$54.24
Platform Tent Sites	\$2.62	\$11.07	\$7.30	\$14.00	\$10.00	\$20.04	\$7.29	\$14.57
Premium Camper Cabins	\$6.96	\$36.10	\$17.34	\$87.03	\$31.07	\$85.77	\$61.92	\$82.44
Premium Yurt	\$5.94	\$10.15	\$6.22	\$8.50	\$8.02	\$10.95	\$7.96	\$9.72
Sewer/Elec/Wtr	\$9.05	\$18.65	\$11.98	\$21.20	\$17.22	\$22.81	\$17.87	\$23.01
Sewer/Elec/Wtr Premium	\$1.03	\$4.93	\$2.85	\$8.19	\$4.49	\$9.86	\$3.74	\$9.23
Walk-in	\$23.21	\$45.83	\$29.19	\$49.84	\$44.64	\$51.94	\$45.28	\$55.00
Yurt								\$31.77

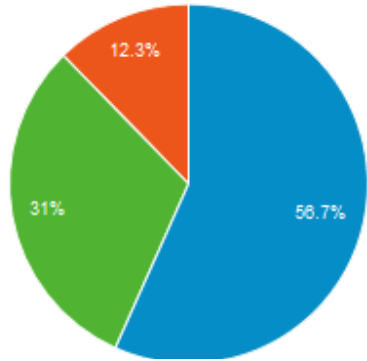


Average of Price broken down by start_time Year, start_time Quarter, start_time Month and WD/WE vs. unit_type_name. Color shows average of Price. The data is filtered on Blocked, start_time, place_name and facility_name. The Blocked filter keeps False. The start_time filter keeps 42 of 42 members. The 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.

Policy Changes and Political Interest

Mobile usage – Reservation Window

• 2015

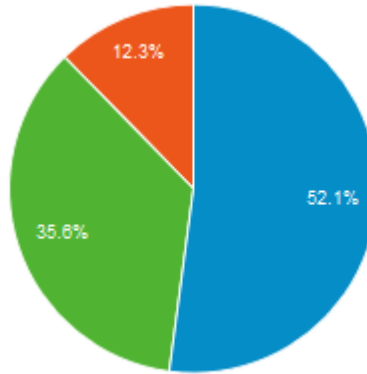


1. ■ desktop

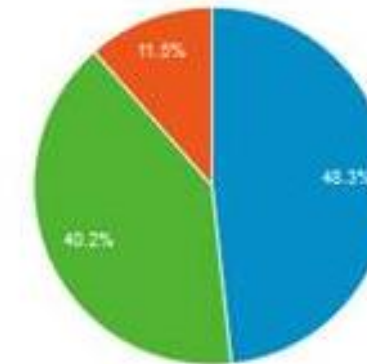
2. ■ mobile

3. ■ tablet

• 2016



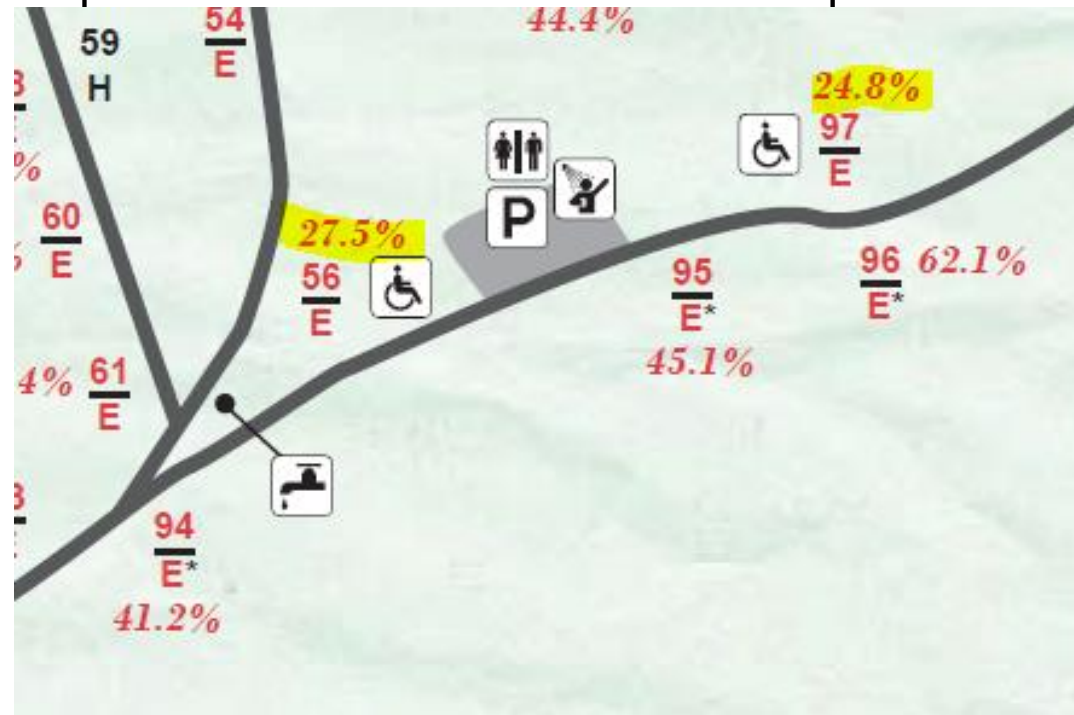
• 2017



ADA Reservation Policies

- Current CSR:

A campsite designed for persons with disabilities may be sold to campers without disabilities when all of the particular types (basic, electric, sewer/electric) of campsite have been sold. A camper without disabilities may occupy the campsite for persons with disabilities for the duration of his/her camping stay on a day-by-day basis if a similar campsite is not available. Should a camper with disabilities arrive prior to 6:00 p.m., the camper without disabilities shall be required to move to a similar campsite if available.



Discounts

2017	Number of Discounted Nights	@ \$2/Night
Disabled	21,600	\$43,200
Senior 65+	59,497	\$118,994
Grand Total	81,097	\$162,194

Average Camping Nightly Rate \$22
Number of Discounted Nights 81,097
Total Camping Fee \$1,784,134

50% Discount = at least \$892,067

Equestrian Camping

Unit Type	Available Nights	Reserved Nights	Occupied %
Equestrian Basic	10,220	550	5.4%
Equestrian Elec/Wtr Prem	3,285	861	26.2%
Equestrian Electric	10,585	1,468	13.9%
Equestrian Elec Premium	730	32	4.4%
Equestrian Sewer/Elec/Wtr Prem	730	39	5.3%
Grand Total	25,550	2,950	11.5%

Operations and Development

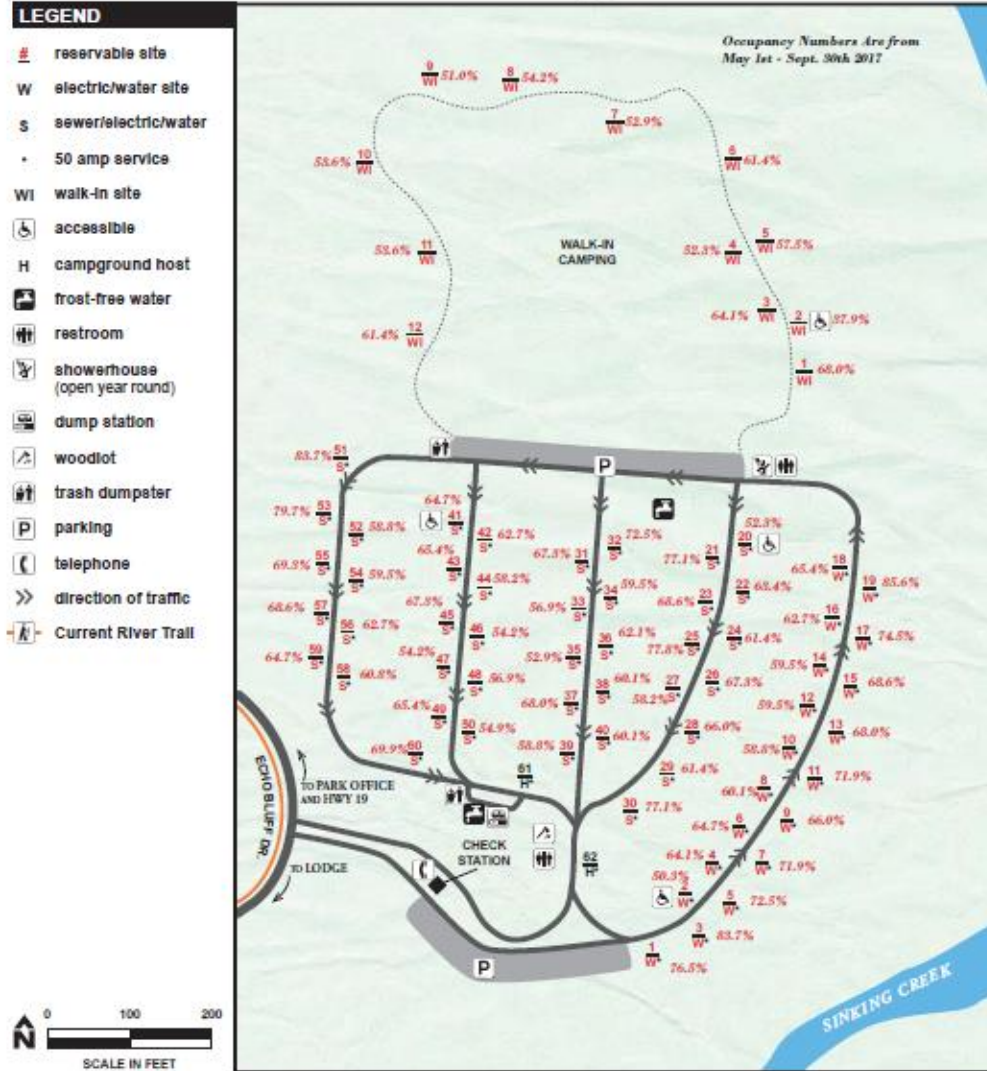
Site Type Usage

Basic (non-electric)	% of Total Sites	% of Occupied Nights	Avg. Length of Stay
1045	28%	20%	1.96
Electric	% of Total Sites	Occupied %	Avg. Length of Stay
2236	60%	65%	2.52
Electric/Water	% of Total Sites	Occupied %	Avg. Length of Stay
130	4%	4%	2.79
Sewer/Electric/Water	% of Total Sites	Occupied %	Avg. Length of Stay
298	8%	12%	2.88

Occupancy Map – Campground Design



ECHO BLUFF STATE PARK Timbuktu Campground



Rev PAU (per available unit)

RevPAU NEW

unit_type_name	start_time / WD/WE														Avg. Price \$0.00 \$150.00
	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.

Staffing – Check Stations and Park Comparison

Num Transactions TOD

Place	Hour of Date	Date							Grand Total	
		May								
		Sunday	Monday	Tuesday	Wednesd..	Thursday	Friday	Saturday		
Bennett Spring State Park	7	4		1					5	
	8	3	1	1	1	11	8	8	33	
	9	3	10	9	7	2	11	4	46	
	10	5	7	6	5	2	5	3	33	
	11	20	13	7	14	10	11	4	79	
	12	18	10	4	11	12	13	11	79	
	13	2	3	11	8	35	13	14	86	
	14	14	20	10	20	34	11	15	124	
	15	6	20	13	13	29	18	5	104	
	16	26	13	14	12	7	30	16	118	
	17	11	17	7	14	10	20	33	112	
	18	21	8	27	20	16	27	33	152	
	19	17	14	11	23	15	18	27	125	
	20	6	6	6	15	14	13	14	74	
	21						18	7	25	
	Total		156	142	127	163	197	216	194	1,195
	Grand Total		156	142	127	163	197	216	194	1,195

Count of transaction_number broken down by Date Month and Date Weekday vs. Place and Date Hour. The data is filtered on Date, which ranges from 5/1/2017 12:00:00 AM to 6/1/2017 12:00:00 AM. The view is filtered on Date Month and Place. The Date Month filter keeps multiple members. The Place filter keeps 8 of 75 members.

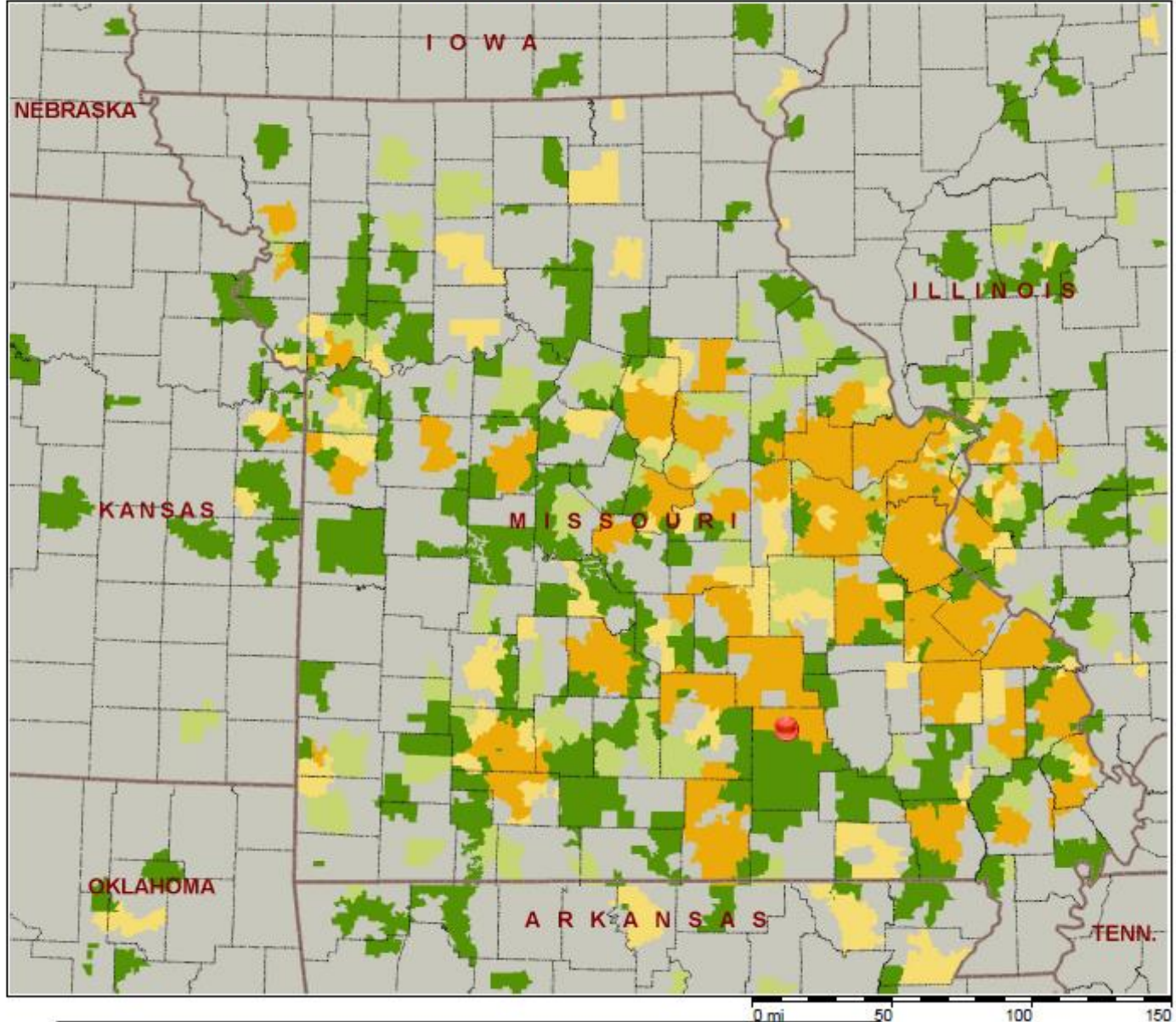
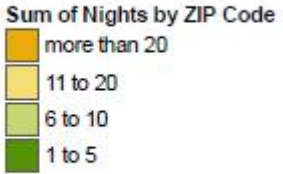
Demographics

Distance Traveled by MO residents April – Oct 2017

- Average miles traveled by MO to camp at a Missouri State Park = 42.4
- Echo Bluff SP– MO resident camping guests are traveling 66.6 miles on average
- Montauk SP – average 67.7 miles
- Johnson's Shut-Ins SP – average 69.3 miles
- St Joe SP – 48.7 miles on average

ZIP Code Map

Echo Bluff State Park thru 1117



Opt-In Marketing

User Name(Read Only)

ksanders

(Case-Sentitive)

New Password



Confirm Password

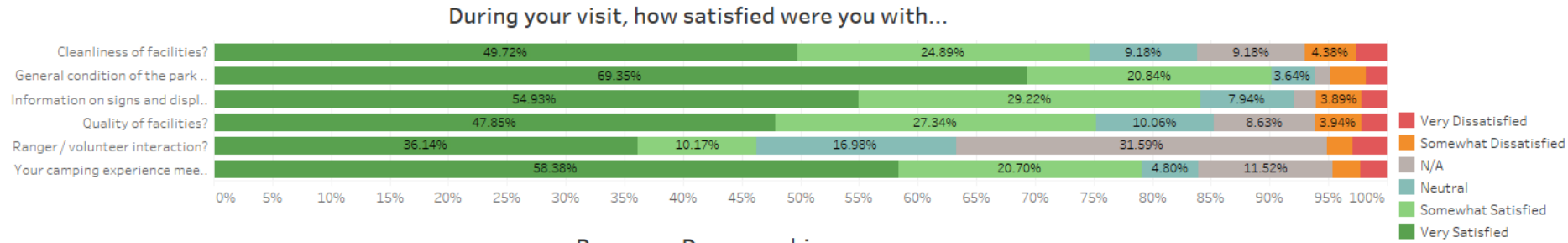


Between 7 and 10 upper and lower case letters and numbers

Agree to receive marketing email

Customer survey

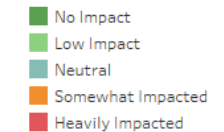
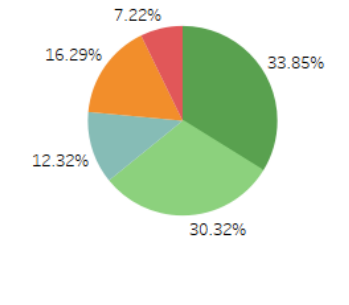
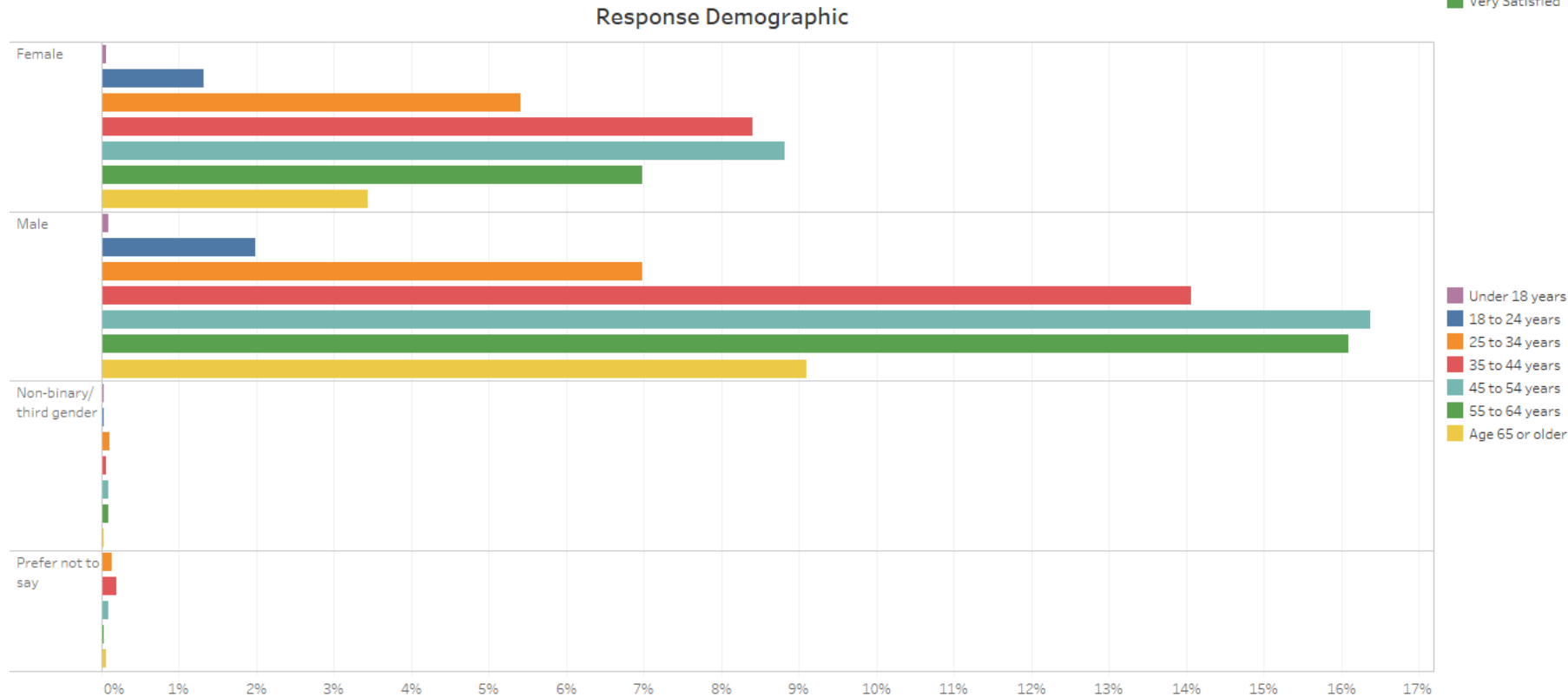
Visitor Satisfaction (Surveyed from 1/04/2017 to 31/03/2018)



From
1/04/2017

To
31/03/2018

Visitor number
influence
on park enjoyment



David Kelly – Deputy Director of Operations

Kenda Sanders – Revenue and Attendance Section Chief

